E&P

Editor & Publisher

Nothing moves Chicago like the Tribune

Coupons prove who paints the town

"Every time we run a color ad in the Tribune, we receive over 1,000 coupons," says L. J. Cohn, President of the Elliott Paint & Varnish Co., Chicago.

"And the coupon count is only part of the story. Dealers are enthusiastic . . . we receive scores of letters from satisfied customers . . . and sales are up substantially over last year! Much of this increase we credit directly to our Tribune ads. Nothing has ever produced results for us like this full-color, full-page campaign we're running exclusively in the Tribune."

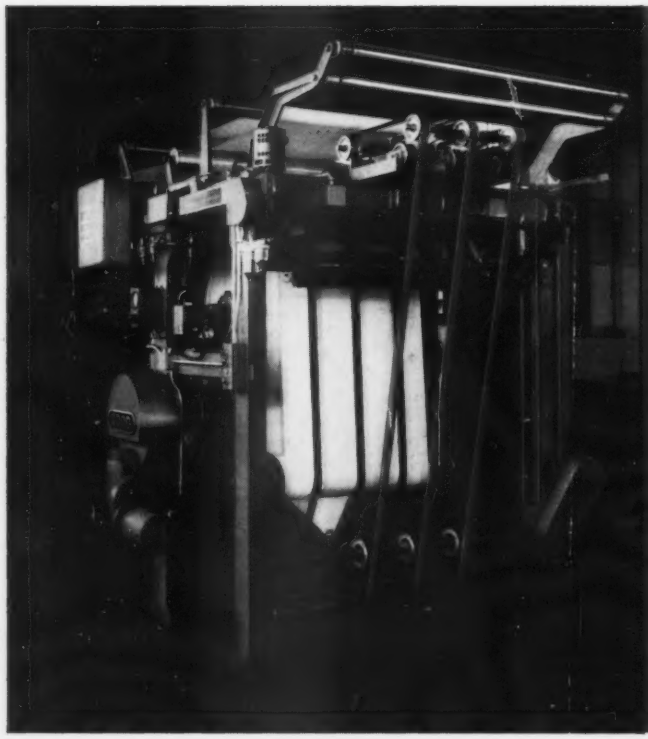
This is the persuasive power of the Tribune . . . *selling power* that will work for you the way it works for paints. You reach Chicago's largest newspaper audience with the Tribune—425,000 more readers every day who earn more, buy more and do more. That's why your advertising investment in the Tribune means more, dollar for dollar, than it could in any other medium in this market.

Chicago Tribune

(Going international? We make no promises, but it may be significant that a Baghdad businessman who inquired about opening a distributorship in Iraq was carrying a copy of an Elliott color ad from the Tribune.)

WOOD "ECONOMY" SELF-CONTAINED REEL, TENSION, AUTOPASTER UNITS

for web fed rolls—20" to 40" in width



MODEL III

All mechanical movements powered electrically. Only two push-buttons necessary to make splice with WOOD Electrotab. The first rotates reel into pasting position, lowers brush arm, engages drive, brings roll to web speed. Operator pushes "paste" button to make splice. WOOD running belt system used to maintain web tension during roll run-off. Disc core brakes apply transition tension and butt braking. Tail measuring included; air blast pipe controls severed web. Fully automatic pasting cycle, optional.

◀ View of operating side-Reel in running position.

Three new WOOD, self-contained "ECONOMY" Reel, Tension and Electrotab units are similar in design and operation to the famous WOOD equipments used by large printing firms, publishers and leading newspaper plants.

Smaller in size and considerably less expensive, these units can be attached to virtually any make of web fed press and handle paper rolls from 28" to 42" in diameter, up to 40" in width.

THREE MODELS AVAILABLE

MODEL I

Mechanical movements, electrically powered and operated by push button operation. WOOD Electrotab makes full speed paste.

MODEL II

All mechanical movements powered electrically. Two push buttons used for splice by WOOD Electrotab. Web tension maintained by disc core brake with feed-back mechanism-WOOD FBR-1 Controls.

MODEL III

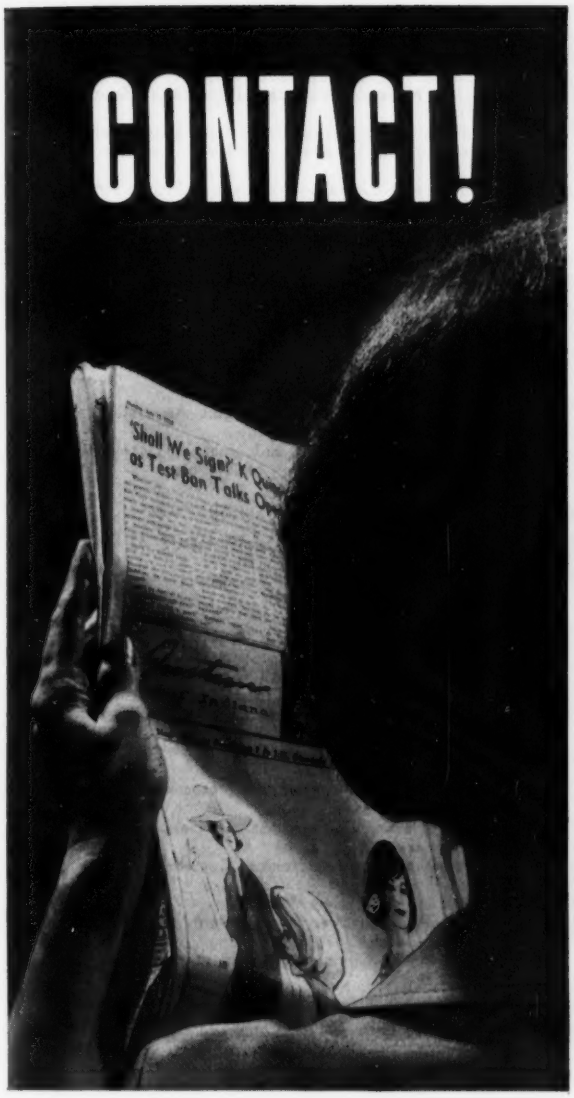
As illustrated

SEND FOR ILLUSTRATED BROCHURE

IF IT'S Wood IT'S GOOD

WOOD NEWSPAPER MACHINERY CORPORATION

PLAINFIELD, NEW JERSEY



...in the 27th metro market!*

*Source: Sales Management's 1963 Survey of Buying Power

In the 8-county Indianapolis Metro Market, no other single-package media buy can put your advertising in as many homes and give it as much selling action as the state's two biggest newspapers—The Indianapolis Star and The Indianapolis News.

Of 384,000 copies published daily, 285,935 go into this rich metro area of 300,900 households. Here's saturation coverage . . . your *best* advertising buy in the market that ranks 27th in population, households and retail sales—26th in effective buying income!

You're IN . . . In Indiana, with

THE INDIANAPOLIS STAR (MORNING & SUNDAY) · THE INDIANAPOLIS NEWS (EVENING)

Kelly-Smith Company • National Representatives

Newport's annual dialogue between jazz musicians and their clamorous public was history today, but the tired grass of Freebody Park will scarcely revive before guitars and five-string banjos take over.

. . . DIG THAT CRAZY LEAD

This sort of jazz jargon is behind us now, we know, but so are southern New England's twin musical tours de force . . . the 1963 Newport Jazz Festival and the Newport Folk Festival. Still remembered, however, by readers in this area, are the careful reporting, the imaginative photography, the solid background and the stimulating criticism The Providence Journal-Bulletin provided these events. This is another example of the daily job these newspapers set for themselves . . . bringing the news to New England . . . with character . . . competence . . . color.

THE PROVIDENCE JOURNAL-BULLETIN

EDITOR & PUBLISHER CALENDAR

AUGUST

1-3—North Carolina Press Association. Grove Park Inn, Asheville, N.C.
2—U.S. Basketball Writers Association, Sherman House, Chicago.
4-6—Texas Daily Newspaper Association Conference, Driscoll Hotel, Corpus Christi, Texas.
4-9—International Typographical Union. Long Beach, Calif.
12-16—Communication Librarians' Workshop. Syracuse University, Syracuse, N. Y.
14-15—Ohio Retail Advertising Workshop, Arlington Arms Motel, Columbus, O.
16—Arizona Newspapers Association, Mechanical and Advertising Workshop, Flagstaff, Arizona.
17-18—Oregon Newspaper Publishers Association Foremen, North's Chuck Wagon, Medford.
18-21—Western Classified Advertising Association, Sheraton Hotel, Portland, Ore.
19-24—International Photo Engravers Union, Miami, Fla.
23-24—Montana State Press Association, Big Mountain resort, Whitefish, Mont.
24—Montana AP, Whitefish.
25-28—New England Circulation Managers Association, Griswold Hotel, Groton, Conn.
25-29—Association for Education in Journalism, Lincoln, Nebraska.
26-28—International Mailers Union, Atlanta, Ga.

SEPTEMBER

6-7—Hoosier State Press Association Statewide Advertising Conference, Marott Hotel, Indianapolis.
6-10—New York State Publishers Association. Aboard SS Tadoussac on Saguenay Cruise from Montreal.
7-8—North Dakota AP newspapers, Detroit Lakes, Minn.
9-13—International Stereotypers' and Electrotypers' Union, Cincinnati.
12-15—New York Press Association. Treadway Otesaga Hotel, Cooperstown, N.Y.
13—Ohio Suburban Newspapers' Conference, University Inn, Columbus, O.
13-15—Iowa Daily Press Association Clinic, Fort Des Moines Hotel, Des Moines.
14-15—Ohio Newspaper Classified Clinic, Pick-Fort Hayes Hotel, Columbus, O.
15-16—Midwest Newspaper Advertising Executives Association. President Hotel, Kansas City, Mo.
20-21—Oregon Newspaper Publishers Association Editorial Writers, Surftides, Oceanlake.
20-22—Pacific Newspaper Mechanical Conference. Hotel Fairmont, San Francisco.
21—Minnesota AP newspapers, Austin.
21-22—Florida Women's Press Club, awards presentation. Fontainebleau Hotel, Miami Beach.
22-24—Central States Circulation Managers Association, Blackhawk Hotel, Davenport, Iowa.
22-25—Western Regional Promotion Conference, Edgewater Inn, San Rafael, California.
23-25—American Association of Sunday and Feature Editors. Philadelphia.
26-Oct. 2—New England Associated Press News Executives Association, Basin Harbor Club, Vergennes, Vermont.
27—Editor's Short Course, University of Minnesota, Minneapolis.
28-29—Illinois Newspaper Mechanical Conference. Hilton Inn, Aurora.
28-29—Illinois Associated Press Editors Association, Drake Oakbrook Hotel, Oak Brook, Ill.
28-29—Advertising Executives Association of Ohio Daily Newspapers' Clinic, Pick-Fort Hayes Hotel, Columbus, O.
29-Oct. 2—Central Regional Promotion, Northland Hotel, Green Bay, Wisc.

OCTOBER

2-5—National Conference of Editorial Writers, Rochester, N. Y.
5-12—Society of American Travel Writers. Aboard MS Queen of Bermuda, Hamilton, Bermuda.
6-8—New York State Dailies, Advertising Managers Bureau, Hotel Syracuse, Syracuse, N. Y.
6-9—Southern Regional Promotion, Golden Triangle Motor Hotel, Norfolk, Va.
10-12—Pennsylvania Newspaper Publishers Association, Penn Harris Hotel, Harrisburg.
13-15—Mid-Atlantic Circulation Managers Association, Battery Park Hotel, Asheville, N.C.

Vol. 96, No. 30, July 27, 1963 (Section One), Editor & Publisher, The Fourth Estate is published every Saturday by Editor & Publisher Co., Inc. Editorial and business offices at 850 Third Ave., New York, N. Y. 10022. Cable address, "Edpub, New York." (Publication office, 34 North Crystal St., East Stroudsburg, Pa.) Second class postage paid at East Stroudsburg, Pa. Titles patented and Registered and contents copyrighted © 1963 by Editor & Publisher Co., Inc. All rights reserved. Annual subscription $6.50 in United States and possessions, and in Canada. All other countries, $10.00. Payment in sterling may be made to Editor & Publisher "External Account," Chemical Bank New York Trust Company, 25-31 Moorgate, London, E. C. 2, England, or to the Australian and New Zealand Bank Limited, Royal Exchange Branch, 85 Pitt St., Sydney, N. S. W.
Postmaster: if undelivered, please send form 3579 to Editor & Publisher Co., Inc., 850 Third Avenue, New York, N. Y. 10022.

There are 1761 daily newspapers in the United States. All but one have less circulation than the

New York Mirror

and five of these smaller papers are in competition with the Mirror in the New York Market.

THE HEARST NEWSPAPERS

Albany Times-Union
Albany Knickerbocker News
Baltimore News-Post and Sunday American
Boston Record American and Sunday Advertiser
Los Angeles Herald-Examiner
New York Journal-American
New York Mirror
San Antonio Light
San Francisco Examiner
San Francisco News Call Bulletin
Seattle Post-Intelligencer
Pictorial Sunday Magazine Group
Puck—The Comic Weekly

Helpful Experienced Mat Service

CERTIFIED Dry Mat Representatives are located in strategic spots throughout the country. In addition to their daily routine calls upon the trade, they are always available for constructive advice and service on reproduction problems involving the use of mats.

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SYNDICATE for job work

NEWSPAPER for full-page reproduction

BLUE RIBBON and SILVERTONE for quality baked work

CERTIFIED DRY MAT CORPORATION
Dept. P, 555 Fifth Avenue, New York 17, N.Y.

CERTIFIED DRY MATS

Ray Erwin's Column

The Newspaper: A Symphony

THE NEWSPAPER means different things to different readers. Joseph E. Ray, copy desk, *Utica* (N.Y.) *Daily Press*, and a veteran of the *Salt Lake Tribune*, Cheyenne *Wyoming Eagle*, and Blackfoot (Idaho) *Daily Bulletin*, defines the newspaper as a symphony. Mr. Ray, whose articles have appeared in national magazines, wrote this tribute to the newspaper for the *Gannetteer*, journal of the Gannett group:

—Newspapers have been called many things, some nasty, some nice, depending upon whose sensibilities have been blunted. To the average editor, of course, the Reader, upper case, still is the sharpest critic, especially if his remarks are valid, short, and hold water.

Any newspaper takes some getting used to, like new shoes. Ever been in a strange town and bought a copy of their paper? The news immediately takes on a strange cast, the comics are hard to find, the theater ads are buried, and they put the sports news in the oddest places. What you are missing is your own tried and true hometown paper. In it everything falls right into place.

A good newspaper is a symphony, an editor is its conductor.

The woods are full of strident little combos, sonorous ensembles, and flighty little journals who just won't be found in the same position two days running, all calling themselves newspapers. All newspapers make sounds, but not all of them make music. All of them print news but in some it comes out beautiful and clear, annotated and footnoted for you, while in others it comes out like Spike Jones jabbing a broken baton at the Philadelphia Symphony, a hundred musicians playing a hundred ways.

What Reader wants, but lacks the words to tell you, is to have Ormandy in front of the Symphony and Spike Jones fronting his own City Slickers. That is the goal.

From the Sports section we get our deep basses and ringing brass. From Society we get trills and runs and lace and lyrics. From City side we get the melody, the meat and potatoes passages, the beef in the burger. Society warms us, City nourishes us, Editorial provides the direction. The Copy Desk turns the conductor's music, keeps things neat, and watchdogs each section to see that it doesn't miss a cue. Telegraph helps out in volume and keeps the beat.

Properly conducted, properly orchestrated and properly drilled the hometown newspaper will play beautiful music.

The talented conductor knows how to bring out the best in his city side woodwinds, his sports side brass, his society violins, his editorial cymbals. He knows when to turn on the volume, when to play it serene, when to quit.

Play nice and Reader can hardly wait to listen to you when the boy delivers the day's concert. Play poorly and Reader is apt to yell "robbery" when the boy collects, or even to cancel you out entirely. Reader is no music critic, but he knows Ormandy from Jones and we can hardly afford to forget it.

—The entire front page of the *Davenport* (Iowa) *Morning Democrat* July 11 was devoted to a photo by Don Jones, of a man under a tree fishing in a river. A brief essay was inset into it with this headline in red ink: "Escape On A Nice Day." The lead read: "We're sorry about this page today. Ordinarily it's full of such things as threatened railroad strikes, threats from Khrushchev, Profumo's philanderings, integration woes, and maybe a murder or two. We expected today would be no exception. That's until we came into the office and saw the big sign on the front page editor's desk. It said simply, 'Gone Fishing.'" Publisher Henry B. Hook writes us in explanation: "Who says that newspaper publishers are old 'Fuddy-Duddies' (I'm 53) and never change their product? In this case all credit (?) goes to Forrest Kilmer, managing editor (42 years), who has long waited for just such a situation. Had there been a big, fresh news story, of course, we couldn't have yielded the front page. In any event, we did something different—good or bad!"

—Paul Hochuli, *Houston Press*, a veteran in news work, says he still gets a thrill when he gets a front page byline—especially when his name is spelled correctly. . . . W. Lowrie Kay, *New Castle* (Pa.) *News*, inquires: "Is a newspaper said to be put to bed because it is a sheet with blanket coverage?" . . . Do you have a letter-to-the-editor hobbyist in your town? Allen Klein, 58, president of the Medical Advertising Service in New York, who died recently, had submitted 7,000 letters to newspapers on multiple subjects and about half were published. . . . Plans have been announced for national publication of *Monocle*, a new quarterly magazine of political satire, somewhat like *Punch* ($4 a year. 80 Fifth Ave., New York 11).

THE BIG REASON YOU NEED BOTH DAILY NEWSPAPERS IN PORTLAND IS A SMALL... 5.3%

Here in Portland and the Oregon Market are two dominant . . . and *different* . . . newspapers. They are so different that only 5.3% of Portland Metro Area households read both.

One is morning, the other is evening.

One is regional in its news emphasis, the other emphasizes local news. Each is singular in reader appeal. Each is singular in sales response. But . . . together these newspapers give you 81% coverage of Portland Metro's 830-thousand people. And . . . together these newspapers cover 52% of the 2-million people in the total Oregon Market. These are reasons why The Oregonian and the Oregon Journal together work so well for so many advertisers. How about you?

the Oregonian
Monday thru Sunday

OREGON JOURNAL
Monday thru Saturday

Represented Nationally by Moloney, Regan & Schmitt, Inc.

editorial

Another Costly Strike

THE strike in Honolulu which has closed down two daily newspapers is going into its second month with little prospect of settlement. The basic issues are not as complicated as they were in recent New York or Cleveland strikes but the strikers appear to have the same determination to create as much economic destruction among the newspapers and the community as they did in the other two cities. This is the only conclusion that can be drawn from an analysis of the wage increases and added fringe benefits which have been rejected by the strikers.

In addition to an improved pension plan, increased company-paid insurance and better severance pay provisions, the publishers have offered a wage increase of $4 per week the first year and $3.50 the second year. This would bring the top Guild scale to $154 the first year; the ITU scale to $138; pressmen $136; photo-engravers $145; and the stereotypers $136. These scales compare favorably with those in the 20 largest U.S. cities.

The strikers appear to be most concerned over management's desire to restore a two-day waiting period before sick leave benefits go into effect because of "wide abuse of the no-waiting period." The publishers have offered a plan that requires no waiting period for the first illness in a year, one day waiting period for the second illness in the same year, and two days waiting for subsequent illnesses in the same year. It is said this is a much better plan than exists in any other major industry in Hawaii.

Prospects for an early settlement of this strike are not increased by the fact that the old, established newspaper unions have let the longshoremen's union take control. The strike leader and chief negotiator for the union is Jack Hall of the International Longshoremen's and Warehousemen's Union which not only represents the newspapers' circulation employes but controls major labor contracts in Hawaii's sugar and pineapple industries.

Shocking Revelation

REPRESENTATIVE John E. Moss, chairman of the House Foreign Operations and Government Information Committee, has uncovered a shocking power grab by the Army and Air Force in an attempt to assert military authority over civilians outside of military areas. We agree with Rep. Moss that it represents "police state tactics."

Four years ago, after a series of incidents in which military police and officers manhandled reporters, photographers and other civilians at the scene of accidents involving military personnel in civilian areas, the armed forces issued instructions that their policemen had no authority over civilians outside of a military base.

Recently there has been a recurrence of similar incidents in which photographers and reporters have been threatened and restrained.

Rep. Moss has found out that surreptitiously the Army and Air Force have changed their regulations: The Army issued a new order directing military policemen to 'physically restrain' civilians who try to take pictures of accidents involving military equipment even if the accident is on civilian property: The Air Force Inspector General advised military policemen to use force, if necessary, to prevent photographs at airplane crash sites whether on a military base or in a civilian area.

We assume the armed services are motivated by a desire to protect military secrets. But there is a way to do this, and most reporters and photographers will cooperate, without taking the dangerous step of extending military authority over civilian life.

By this I know that Thou favourest me, because mine enemy doth not triumph over me.—Psalm, XLI; II.

Editor & Publisher
● THE FOURTH ESTATE

The Oldest Publishers' and Advertisers' Newspaper in America

With which has been merged: The Journalist established March 22, 1884; Newspaperdom established March, 1892; the Fourth Estate March 1, 1894; Editor & Publisher, June 29, 1901; Advertising, January 22, 1925.

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Publisher, Chairman of Board, 1912-1959

Publisher and Editor
Robert U. Brown

General Manager
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Advertising News, Robert B. McIntyre
Marketing and Research Manager, Albert E. Weis.
Librarian, Janet Haslett.

Advertising Manager, Henry C. Thiele; **Advertising Production Manager,** Bernadette Borries; **Promotion Manager,** George Wilt.
Circulation Director, George S. McBride.
Classified Advertising Manager, John Johnson.

General Offices—850 Third Avenue, New York, N. Y. 10022. PLaza 2-7050.

Treasurer, Arline Demar.

BUREAUS

Washington: Pat Munroe, 1249 National Press Building, ST 3-6756-7.

Chicago: Gerald B. Healey, Midwest Editor. Harry B. Mullinix, Grant Biddle, Advertising Representatives; 360 North Michigan Ave. State 2-4898.

San Francisco: Campbell Watson, Pacific Coast Editor; Duncan Scott & Company, Advertising Representative; 85 Post St. Garfield 1-7950.

Los Angeles: Duncan Scott & Company, Advertising Representative, 1901 West 8 St. Hubbard 3-6211. **Correspondent:** John Sky Dunlap, Box 3063, Santa Ana, California. 542-7383.

London, England: Alan Delafons, Manager, 23 Ethelbert Road, Birchington, Kent, England.

Charter Member Audit Bureau of Circulations. 6 mo. average net paid December, 1962—21,488 Renewals to April 30, 1962, 75.81%.

letters

FOR SPORTS SAKE

Fellows such as Ted Williams, among others, often depict the average sports editor as a scrawny, athletically unskilled individual with horn-rimmed glasses and a built-in fondness for adjectives.

Unfortunately, this stereotype may represent more than a modicum of accuracy. But it is not 100 per cent true, as proven in the case of Gary Shellman who covers the sports beat for the *Fond du Lac Commonwealth Reporter.*

Shellman, a 26-year-old University of Wisconsin graduate, admittedly wears horn-rimmed glasses. He also adhered to the pattern while in high school at Oconto Falls, admirably failing to win letters in football and basketball while earning an award as manager of the track team.

But since that time, the rangy sports writer has developed into quite a sports car competitor. He has found escape from his typewriter sitting behind the wheel of his No. 87 Alfa Romeo while competing at tracks in Minneapolis, Minn., Lawrenceville, Ill., Elkhart Lake, Wilmot, and State Fair park in West Allis.

"When I was in the army in Germany in 1957-58," Shellman recalls, "I began racing in special club events. I had always been interested in sports car racing anyway, but this, I'd say, really got me going."

Although he owned a Porsche while in Germany, Shellman since has guided his Alfa Romeo to first place in the Class G Production even in 1962 in Minneapolis and ranked third overall. He placed fifth and eighth in events at Wilmot last year, and recently lost his left front wheel while competing there again. He was running about seventh at the time of the accident and, luckily, was not injured.

Driving in F-Production class at the recent Road America June Sprints, Shellman, for a sports editor, came through commendably by placing ninth in a 26-car field over the 60-mile distance.

There's only one thing about Road America that disturbs Shellman, however, and that's the riots that have been occurring there during the races. "The drivers are appalled by it," he comments. "They're there to race, and their interest centers mainly among themselves. Drivers are never involved in the trouble."

Just what fun does he get in sports car racing?

Well, it's the same sort of thing that makes men scale Mt. Everest, fly through space, or try to remove the storm windows from the second story while on a shaky ladder.

"There's a certain excitement in it," Shellman explains. "It comes from cornering a car under full power, dicing (driving at close quarters) with another car, and the idea of competing."

He is confident that while pro football and other sports have been making gains in popularity, sports car racing, too, deserves to be classified in the "growing" category.

"There's youthful interest in it," he believes. "There's color, competition, and excitement. And people have begun to notice that there are more thrills in the races themselves than in the accidents."

Shellman, who spends his winters taking part in dramatic productions with a local theater group, now is eagerly awaiting his next race. In the meantime, of course, he pounds the sports beat with his bleary-eyed fellow journalists, most of whom are content to get their kicks vicariously through the use of the written word.

STAN GORES

Fond du Lac, Wis.

AFTER ALL THIS TIME, EVEN A NIBBLE LOOKS GOOD

Ting, London (Ont.) Free Press

* * *

SCHOOL NEWS

In this day of rising production costs does it pay a community newspaper to devote considerable space to high school news gathered, written and edited by the students themselves?

If you were to ask that question around any one of several dozen Southern Illinois newspaper offices the answer is almost certain to be an ear-splitting "yes."

And most of the publishers or editors you ask will credit the High School News-Community Newspaper Project, directed by the Southern Illinois University Department of Journalism, with bringing the high school writers and the newspaper together.

The project, carried out through a grant from the Newspaper Fund, has become the pet of every publisher and editor who has seen what results it can bring.

Prime object of the project is to stimulate a greater interest among high school students in journalism as a career by developing and improving school pages in community newspapers, according to W. Manion Rice, assistant professor of journalism and director of the Southern Illinois School Press Association.

The project works like this: Under Rice's supervision, a field worker—a graduate student in journalism—visits newspapers in southern Illinois at the invitation of the editor or publisher who has been informed about the project.

The field worker discusses the paper's plans for a school news page and then presents this data to the high school principal or journalism teacher, encouraging the school's participation.

In later trips to the school, the field worker is available to help train high school students in news gathering, writing, headline writing and makeup.

During the first year of the project some 59 high schools had student staffs gathering, writing and editing news of their schools which was published regularly during the school year in 22 newspapers.

In each case, the editor or publisher decides the amount of space to allot to the project. It ranges from 25 column inches to a full page—and, in the case at Cairo, some times more than a full page.

The *Waterloo* (Ill.) *Republican,* for example, publishes news from three schools on alternate weeks with each school separate from the others.

BARNARD K. LEITER

Southern Illinois University,
Carbondale, Ill.

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Short Takes

Police Beat:

Charges included shiplifting, theft of a spare tire, and misdemeanors. — *Albuquerque* (N. M.) *Journal.*

•

He shot the victim point-point in the stomach with a rifle. — *Pittsburgh* (Pa.) *Post-Gazette.*

•

The dead man dove through the glass door of a store and the patrolman had to smash him with his pistol butt before he dropped, although he had been wounded by gunfire. — *New York World-Telegram & Sun.*

•

The father was shot between the eyes with a large foreign-made pistol, fried once, found in his hand. — *El Paso* (Tex.) *Times.*

•

The persecution is being handled by the district attorney. — *Albany* (N. Y.) *Knickerbocker News.*

Where else but New York?

Seventh Avenue . . . fountainhead of fashion. Part of what makes this great market tick. So is The New York Times. Fashion advertisers use it to help sell $2,000,000,000 annually in New York alone. (The Times carries more national apparel advertising than any other consumer medium, more retail fashion advertising than any other New York newspaper.) The New York Times will help you sell New York, too. It is first in advertising in your first market...because it is first in results.

Where else but The New York Times?

Coverage Tough, Perilous For Reporters in Saigon

Government Charges Newsmen With Bias, Unfriendly Attitude

By Robert C. Miller
United Press International

SAIGON

The international press in Saigon is damned if it does and double damned if it doesn't.

It's a case of the better the news coverage the worse the abuse.

Reporting the "war" in Vietnam is as tough an assignment as has ever been handed a newsman. But today the Buddhist versus Diem government feud has moved the front lines into downtown Saigon where the reporters face greater physical dangers than in the Communist guerrilla-saturated delta.

Peter Arnett, Associated Press correspondent, has been shot at in helicopters and has ducked Viet Cong fire in the field, but his physical injury came July 7 when he was beaten by Vietnamese secret police while covering a "peaceful" Buddhist demonstration in Saigon.

The melee narrowly missed becoming a bloody riot, and David Halberstam, *New York Times* correspondent, is credited with both rescuing Arnett and cowing the aggressive police who were intent on press blood.

'Peace-Espousing'

The peace-espousing, violence-abhorring Buddhists are the cause of all the press's troubles. They claim Catholic President Ngo Dinh Diem has been persecuting them, imprisoning their priests and carrying out an anti-Buddhist campaign.

The international press has fairly and accurately reported the feud, playing no favorites, and calling the strikes and balls as they saw them. The Buddhists, well aware of the immense propaganda value of good press relations, established an information center and alert every foreign agency to the developments they think beneficial to their cause.

If there wasn't a story, they created one, as on June 11 when the aged Reverend Thich Quang Duc set fire to himself. All foreign newsmen were secretly alerted by the Buddhists and thus able to give the world excellent coverage of the event.

Press Denounced

The hypersensitive Vietnamese government suddenly found itself accused in newspapers throughout the world of carrying out a modern Spanish inquisition. Their rage was understandable and vented on the newsmen because they reported it. The reporters got scathing denunciations from the government in proportion to the cheers from their home offices for the coverage, and the bigger the headlines, the nastier the government's attitude. The cause of the headlines was described as unimportant by the Vietnamese government. It was the coverage that was the big problem.

Little except expulsion could be given the foreign newsmen, but the Vietnamese nationals employed by them have been promised imprisonment the minute they are seen reporting or photographing any incidents the government considers unfavorable. Despite the threats, the Vietnamese newsmen have stuck to their jobs and are valiently assisting their organizations.

Despite repeated declarations of neutrality, the foreign press is accused of bias and an anti-government attitude. Critical editorials and commentaries from abroad are produced as evidence of the "unfriendly attitude" of the world's press.

The publicity given the Diem-Buddhist feud certainly is hurting the Vietnamese government, interfering with the war effort and giving the United States its own China-Russia problem. But the government's solution is to stop the coverage instead of eradicating the source of it.

The American government got

(*Continued on page* 49)

CARACAS AP BUREAU UNDER GUARD—Richard G. Massock, left, Associated Press executive for Venezuela and the Caribbean area, and Caracas Correspondent Paul Finch, center, talk to a national policeman outside the Caracas AP bureau. The AP office and the Daily Journal, English language newspaper, had been the target for armed attacks by left-wingers for many months. Similar attacks were made against other American-owned enterprises in Venezuela.

ASNE Probe Into Vietnam News Block

The American Society of Newspaper Editors on July 18 expressed concern over obstacles faced by American correspondents in South Vietnam.

Herbert Brucker, president of ASNE and editor of the *Hartford* (Conn.) *Courant*, sent this letter to President Kennedy:

"The American Society of Newspaper Editors is concerned over indications that obstacles have been put in the way of American reporters in South Vietnam.

Right to Report

"No one in ASNE has authority to comment in the name of the membership on events in Vietnam themselves. Each member cherishes his own right to express his own opinion on all such matters. What does concern many of us is the right to report without intimidation or obstacle tending in the direction of censorship.

"In recent weeks, as you are aware, there have been charges that Vietnamese secret police pummeled, knocked down, and kicked American reporters, and smashed their cameras. The Associated Press Log for July 4-11 details some of the circumstances. And these events follow complaints over a long period that American reporters are hampered by the South Vietnam government in going about their duties, and that sometimes even American officials do not support their efforts to report events as they are.

Aware of Difficulties

"We are of course aware of the difficulties in South Vietnam and have no wish to add to them. No doubt the struggle against Communist infiltration and subversion might seem easier if facts and opinions adverse to the policies and activities of the South Vietnam government did not reach the outside world. Conceivably, indeed, even American officials in Saigon and in the Pentagon might be tempted to urge American reporters to shade their reports in favor of the South Vietnam

(*Continued on page* 49)

Top Winners in NEA Newspaper Contest

The results of the 1963 National Better Newspaper Contest sponsored by the National Editorial Association in cooperation with state newspaper associations were announced this week. Judges examined more than 2,300 entries from every state but Alaska.

In the general excellence category, daily division, the *Bakersfield* (Calif.) *Californian* won the first prize. The judges commented that the paper made a comprehensive presentation of the news in an organized fashion and supported it with consistent editorial pages.

The *Redwood City* (Calif.) *Tribune* won second prize for its effective use of pictures. The judges found its headlines and makeup excellent.

The *Eugene* (Ore.) *Register-Guard*, came in third for its excellence in general and departmental news, advertising enterprise and editorial page.

Honorable mention went to the *St. Petersburg* (Fla.) *Times*, *Ottawa* (Ill.) *Daily Republican-Times*, and the *Savannah* (Ga.) *Morning News*.

Weekly Division

In the weekly division under 2,000 circulation, the *Yellow Springs* (O.) *News* won first prize. The judges found it an exceptionally fine newspaper in every department, generally having the appearance of a newspaper that is close to the people it serves.

The *Windsor* (Mo.) *Review* rated a very close second. It had a good editorial page and its general appearance was excellent. It displayed good makeup and style and there was a noticeable effort in advertising enterprise.

The judges rated the *Galva* (Ill.) *News*, third place, a good sound weekly. They found its general and departmental news coverage first-rate and its makeup and style, good.

Honorable mention went to the *Greybull* (Wyo.) *Standard & Tribune* and the *Stratford* (Tex.) *Star*.

Lively Makeup

The *Wadsworth* (O.) *News-Banner* won first prize for weeklies from 2,000 to 4,000 circulation. Its lively makeup, originality and well-edited pictures make it stand out above its competitors. Features were strongly in evidence and each issue indicated much planning.

Placing second was the *Zelienople* (Pa.) *Butler County News-Record* for its pleasing and forceful style which showed it did a thorough job of news coverage. Its advertising enterprise was outstanding.

Third place was claimed by the *Glenside* (Pa.) *News*. It displayed good use of pictures, wide news coverage and a large classified section.

The *Mokena* (Ill.) *News-Bulletin* and the *Brevard* (N. C.) *Transylvania Times* won honorable mention.

Departmentalized

Taking first place in the weeklies with 4,000 to 6,000 circulation was the *Naperville* (Ill.) *Sun*. The judges found the Sun well-departmentalized. Mechanically and photographically, it was one of the best papers reviewed.

The *Hamden* (Conn.) *Chronicle* ran a very close second. It was rated strong in the promotion of community interests. It had an excellent editorial page and local editorials and showed good advertising promotion.

Third place went to the *Verona* (N. J.) *Cedar Grove Times* for its organization, pleasing appearance, and clear typography.

Honorable mention went to the *Chapel Hill* (N. C.) *Weekly*, the *Oconomowoc* (Wis.) *Enterprise*, and the *Caribou* (Maine) *Aroostook Republican*.

In Suburban Field

Winning first prize for suburban or community weeklies and all others with circulation above 6,000 was the *Arlington Heights* (Ill.) *Herald*. Rated highly for its first rate departmental news and mechanical excellence, the paper also showed interest in serving the community.

The *Birmingham* (Mich.) *Eccentric* placed second for its excellent general appearance, pictures and promotion of community interests.

For its advertising enterprise, editorial pages and mechanical excellence, the *Montclair* (N. J.) *Times* won third place. The judges also found that the paper worked in the interests of the community it serves.

The *Lapeer* (Mich.) *County Press*, the *Park Forest* (Ill.) *Star*, the *Kettering* (O.) *Oakwood Times*, and the *Ambler* (Pa.) *Gazette* won honorable mention.

* * *

'CRITICAL TIMES'

"In these very critical times, we should be very careful what we ask the public to believe," Senator Henry M. Jackson (D.-Wash.) told the NEA members. "Our national situation is too precarious to justify a nonchalant attitude toward the truth. The American public does not expect either the government or the press to be perfect, but does expect the truth."

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Safe Disappears

PALM SPRINGS, Calif.

Tracks left by the casters on the 800-pound office safe led right to the door and then disappeared. That was the mystery confronting employes of the *Palm Springs Daily Desert Sun* when they came to work one morning and found the safe missing.

Pompano Beach News, Weekly Tab, Suspends

POMPANO BEACH, Fla.

The *Pompano Beach News*, organized as a weekly newspaper in May, ceased publication July 12 after publishing eight issues.

The decision to close the newspaper was made by Thomas A. Rogers, publisher, president and majority stockholder.

Edgar F. Seney, editor-manager and minority stockholder, had been unsuccessful in seeking new capital to carry on publication.

The News was a tabloid averaging 20 to 36 pages. Most of the staff had formerly been with the *Pompano Beach Town News*, a daily sold in April by the *Peoria* (Ill.) *Journal-Star* to Gore Publishing Co. of Fort Lauderdale and discontinued.

The Gore papers, the *Fort Lauderdale News* and the *Pompano Beach Sun-Sentinel*, were recently purchased by the Tribune Company, Chicago.

NEA Elects Max Thomas President

Max Thomas

SEATTLE, Wash.

Max Thomas, publisher of the *Kerrville* (Tex.) *Times* was elected president of the National Editorial Association July 19 for the year 1963-64 during the association's 78th Annual Convention in Seattle. He succeeds C. W. Claybaugh of the *Brigham City* (Utah) *News & Journal*, as president of the association. NEA is the largest and oldest national newspaper trade association in the U.S., with more than 6,000 members.

Mr. Thomas' newspaper career spans 35 years and includes experience in Oklahoma, Kansas, Illinois, New Mexico, Louisiana, and Texas.

He is a graduate of Southwestern University in Winfield, Kans., and of the University of Missouri. He began his reporting career in 1929 on the *Winfield* (Kans.) *Daily Courier*. He next was a reporter on the *Kingfisher* (Okla.) *Times*, advertising salesman for the *LaGrange* (Ill.) *Citizen* Publishing Company and, in 1935, purchased the *Carlsbad* (N. M.) *Eddy County News*. After army service in 1942-3, he purchased the *New Iberia* (La.) *Enterprise* and the *Iberian*. Following that he was owner of the *Crowley* (La.) *Daily Signal* and *Weekly Acadian*, serving as publisher for 14 years. Mr. Thomas built and operated Radio Station *KSIG* in Crowley, La., in 1947 and station *KJEF* in Jennings, La., in 1949.

In 1960, he formed Kerr Publications, Inc., and purchased the Kerrville Times, circulation 3,900.

Mr. Thomas is the immediate past vicepresident of National Editorial Association, a past president of the Louisiana Press Association and a former director of the Louisiana Association of Broadcasters.

Mr. Thomas serves on the American Council on Education for Journalism and is a former president of American Newspaper Representatives Inc., national advertising sales representative for community newspapers with headquarters in New York City.

Denson Gives Light Airy Look on Page 1

By Sky Dunlap

The swivel chair behind the editor's desk in the glass-walled office of the *Los Angeles* (Calif.) *Herald-Examiner* hardly gets warm these days as John Denson prefers to work in his short sleeves right in the middle of the hustle and bustle of the news desk.

On the job only six months—and part of that time convalescing from an operation—Mr. Denson's trademark is becoming well-known in Southern California.

"Different" banner headlines on Page 1 and massive white space give imagination and air to the paper.

Readability and news interest, the same ingredients he used successfully in making over the *New York Herald-Tribune*, are perking up the circulation figures, now above 700,000 on the West's largest afternoon paper, one of the three largest p.m.'s in the nation.

The varied background of John Denson is the best barometer of why his incisive views on handling news produce a good newspaper.

Basic Training

His years as editor of *Newsweek* magazine developed his uncanny sizeup of news values, how to capsule facts into a wrapup package, how to dramatize, and provoke reader interest. He learned more of the same on *Time*, *Fortune*, *Kiplinger's* and *Collier's* magazines. Solid basics were picked up during his stints with the *New York World-Telegram*, *Washington Post*, *Chicago Times* and *Chicago Herald-American*.

More recently, after resigning from the Herald-Tribune and 19 months of what he considers his most exhausting and productive work, he served the *New York Journal-American* as special editor advisor. It was not too strange, then, that this master of news handling, often by unorthodox methods, should replace veteran Herbert H. Krauch upon his retirement as editor of the Los Angeles Herald-Examiner and 50 years of Hearst newspapering in Los Angeles.

Mr. Denson had been following Southern California's growth, since his first trip to the West in 1926. He wrote national magazine articles on the growth of the Los Angeles area in the 50s, projecting the rise of California to No. 1 status.

He realizes from the recent New York newspaper strike that many metropolitan newspaper readers got acquainted with their local community papers, and not so many read two and three or more papers. He is aware of the competitive demands on readership time, particularly from television, increased leisure and travel, radio, and the strong trend toward outdoor living in the West. He believes the newspaper should be a combination of the news magazine and paper, and that, to survive, the metropolitan paper must offer more than the fringe papers can carry.

John Denson

He is unhappy that too many newspapers, faced with the necessity of cutting production costs, have diminished creative talent. Mr. Denson is emphatic in saying that cutting the quality of the product will lose the consumer.

Gives Interpretation

"The reader wants to know the how and the why as much as the what, particularly since television and radio have taken away the spot break," Mr. Denson declared. "Even our previous advantage of pictures by wirephoto via radio has largely been eliminated by television's use of Telstar, as evidenced by the flashing of President Kennedy's visits to Germany and Ireland, or the pictorial news surrounding the election of a new Pope.

"But readers will continue to rely on a readable newspaper which brings them the color, the drama, the detail, and the background on our world today. We must increase our service to the reader, to every member of the family. This is one reason why good healthy competition is good because the monopoly is not the answer to better newspapering. The locally-edited pictorial magazine, for example, is the newspaper's best competition for national syndication and non-local supplements."

He favors background stories where there is a direct tieup with the day's news, but won't overload the paper with extraneous backgrounders which he feels won't be read. Much foreign news has little impact on a local reader unless there is a logical tieup or good newspeg.

With the same reasoning, he opposes the increase in teletypesetting from the news services "because a newspaper should have its own character in presenting news and not just be a carbon copy of every other paper."

Some Samples

Such long-accepted headline rules of no articles and a mandatory verb are ignored by Mr. Denson when he wants impact and readership on his green newsprint front page. When the Pope died, he spread an 8-column photo of Pope John lying in state across the top of the name flag, and the headline read:

POPE JOHN IN STATE

When President Kennedy visited Los Angeles, the banner said simply:

A PRESIDENT IN L.A.
Cheers, Pickets
and Fun in the Sun

And the readout head added this brief comment:

The Women
Go Wild
Over Him

When the President's visit and a local double murder shared the front page, here was Mr. Denson's treatment in the headlines:

It's Your Day, Mr. President
SWEETHEART MURDERS
Savage Killer Still on the Loose

Mr. Denson surrounds his banners with white space, top and bottom, often at the ends. He not only feels that white space is vital on the front page but hopes gradually to move into the inside pages with the same treatment for easier reading.

While many papers and lots of readers believe they want a cultural newspaper, Mr. Denson is insistent that a good paper must treat all kinds of news in proper perspective.

Since the colorful days of William Randolph Hearst, the domed Moorish building has been a landmark on South Broadway. Little has changed along the years, except for a large green and white HERALD-EXAMINER sign added at the 11th Street corner since the merger. The newsroom is cluttered and crowded. The press crews sweat to get the maximum out of overloaded equipment while the management plans for added facilities. There is even trade talk that satellite printing plants, such as in nearby metropolitan Orange County, may be one answer to coping with Southland growth and the inevitable gains in Herald-Examiner circulation.

City Council Wipes Out Yorty Jobs

FEARFUL MOTHERS

See Danger in Torrance Race Strife

City Council Ax Falls on Yorty Jobs

HERALD-EXAMINER

Some Plan To Send Off Children

A Kiss for 'Cousin Jack'

In Ireland 'Cross the Sea

While the physical plant may show its age, there is excitement among the folks who populate it. They like the way John Denson is carrying on the improvements started by Herb Krauch. They like his flouting of typographical tradition even if it means socking the reader in the eyeballs with a good story or photo.

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Hearst Paper Printed In Boston Globe Plant

BOSTON

The *Boston Globe* published the *Boston Record-American* final edition of June 26

At 1:25 a.m. a small fire in the Record-American press room set off the sprinkler system. The main switch box was short-circuited by water. This knocked out the presses, stereotype equipment and most of the typesetting machines.

The call for aid went out to Globe publisher Davis Taylor, who ordered the facilities of the Globe plant made available to the Hearst paper, which is a tabloid. The press run was completed at 8:12 a.m. with a count of 142,000.

Congress Has Ears For Air Editorials

WASHINGTON

A House subcommittee is wrestling with an unprecedented subject — what to do, if anything, about curbing the practice of editorializing by radio and television stations.

The House Subcommittee on Communications and Power of the Committee on Interstate and Foreign Commerce has now heard interested Congressmen, officials of the Federal Communications Commission and members of the tv-radio industry. Next month, according to the chairman, Rep. Walter Rogers (D., Texas), additional witnesses will be invited "for perhaps several days" to give the views of the public-at-large.

Will Congress take any action on the legislation at this session? Probably not. Even the sponsor of a bill, Rep. John Moss (D., Calif.), admits that his measure is merely "a vehicle" for getting some information on the subject.

'Separation' Favored

Repeatedly the cry was heard from broadcasters that their medium had the same freedom from interference or regulation of its views as do printed media. Not so, said Congressman Moss, who added:

"The press uses absolutely no public resources. It isn't subject to license and anyone is free who wants to go out and start a newspaper. Here we are dealing with a licensee which is, in effect, the trustee for the public's welfare."

In general, witnesses appeared to favor some kind of "separation" of editorials on the air into those of a political nature and those of a non-political nature.

Further, there also appeared to be sentiment in favor of Mr. Moss' provision that statements of support for individual candidates be banned on licensed media two days prior to any election.

In addition, there appeared to be sentiment against what was, in effect, editorializing by newsmen on so-called "news shows." This was being done both in selection of material used as well as time allotted to individuals, the critics said.

Rep. Robert W. Hemphill (D., S. C.) came out strongly against current practice, saying:

"Some of the editorials I have heard on the Washington and other stations have been vindictive, to say the least.

"I realize that the communications industry is in competition with the newspaper industry but we recognize that the spectrum of communications is limited as to radio and tv and there is no limit ot newspaper coverage as long as the public will buy or patronize the newspaper.

". . . . I would endorse strong legislation to do away with broadcast editorials for the benefit of all concerned."

Hitting back, Rep. Lionel Van Deerlin (D., Calif.), of San Diego, who describes himself as a former newspaperman and radio and tv news editor, said:

"I have a sneaking hunch we'd find the general opinion among the voters far less suspicious of radio and tv management than they might be of public officials who would restrict the freedom of the air."

He reminded the subcommittee that after the 1960 election, former Vice President Richard M. Nixon had complained of the "treatment" given him by newspapers and exclaimed:

"Thank God for radio and television."

Sherwood R. Gordon, owner of KSDO in San Diego and several other radio stations, spoke critically of the "blackout" of certain news by newspapers and contended that any curtailment or elimination of broadcast opinions "would be a tragic blow to freedom of speech and expression."

Rep. Durward G. Hall (R., Mo.) said he could find nothing critical about local broadcasters back home who gave opinions on local issues. However, he was critical of national broadcasts on political subjects, saying they were "loaded" against him and his fellow Republicans.

Rep. William Dorn (D., S. C.) declared weekly editors are writing editorials "with bite" and the same goes for local editorials on the air.

FCC Chairman E. William Henry pointed out that the decision as to editorializing is up to "the individual licensee," adding:

"There is a strong positive case for editorialization. The licensee can benefit his community by an editorial campaign—by being a voice for progress in his local community. You are all familiar . . . with the newspaper editorial campaigns that have focused attention on some community sore point. Broadcast editorialization can do, and has done, the same sort of thing.

"Further, when a licensee editorializes, it indicates that he is concerned about the issues important to his community—that he has become truly involved with the community's interests and needs. A licensee who editorializes is thus likely to be more diligent and alert in seeking out the problem areas in his community. . .

No Need to Legislate

"It has always been important that broadcasting makes its contribution to the development of an informed public opinion. It has become even more important today, when the issues confronting American citizens have become more numerous . . . and when, at the same time, newspaper voices have been steadily declining because of the demise of so many daily newspapers. Since 1909, over 400 daily newspapers have died. Broadcasting has the opportunity to fill this need."

He said his agency didn't know if licensees were fully complying with the "fairness doctrine" and said special funds would have to be allocated by Congress for such a study.

He added that the agency agrees with the essential principles of the Moss bill but said:

"We respectfully suggest that legislation is not as appropriate in this area as Commission rulemaking or policy declarations derived from ever-increasing knowledge in this evolving field."

Dr. Frank Stanton, president of the Columbia Broadcasting System, said CBS believes that legislation to control editorializing by radio and television would be "inappropriate."

From the beginning of 1960 until July 1 of this year, he said, CBS and its five owned television and seven owned radio stations have broadcast some 1,400 editorials.

Dr. Stanton emphasized that CBS clearly differentiates between news analysis and editorializing and insists that "editorials must not only be clearly identified as editorials but clearly separated from other programs."

"Editorializing," he said, "is a management and not an individual responsibility."

American Broadcasting Company and National Broadcasting Company, neither of which editorialize, told the House subcommittee that they encourage their owned stations to do so and feel the practice is "vital to the exercise of our responsibility."

Speaking in behalf of ABC were Theodore Shaker, president of ABC's five owned tv stations, and Harold Neal, president of ABC's six owned radio stations.

Mr. Shaker said: "The editorial can be an important force of community improvement and can stimulate individual citizens to take a greater interest in public affairs, to seek information and to become more active participants in community life."

He testified that the stations may not endorse political candidates nor may they editorialize on national subjects unless there are special local implications.

NBC's statement opposed any regulatory or legislative rules either requiring broadcasters to editorialize or prohibiting them from doing so. It is a matter for the judgment of each individual station, NBC said.

Donald H. McGannon, president of Group W (Westinghouse Broadcasting Company), urged subcommittee members "to oppose any legislation, rules, restriction, or policies that will hamper editorialization as we now know it."

White House Frowns On Magazine Curb

WASHINGTON

The White House, sometimes the target of charges of news censorship, made it clear this week it frowns on any censorship of magazines that may be sold in government buildings.

The issue arose from a now-rescinded order by a regional office of the General Services Administration (GSA) which had the effect of banning many magazines from federal building newsstands in California, Nevada and Hawaii.

The regional GSA office in San Francisco announced last week that its list of 199 "approved" magazines had been revoked because it caused too much "confusion." But it appeared White House disapproval of such restrictions might have been at least partly responsible.

Press Secretary Pierre Salinger said the GSA officials told him that the order was not aimed at censorship but was intended to keep so-called "girlie" magazines off newsstands in federal buildings. However, the "approved" list did not include a number of leading literary, business, political and religious publications.

Protests against the order were made by the American Civil Liberties Union, Rep. John F. Shelley (D. Calif.), and others.

Trust-Buster in FCC Cautious on Policies

WASHINGTON

Lee Loevinger, former head of the Anti-trust Division of the Department of Justice, goes over to the Federal Communications Commission still "wedded to anti-trust."

This admission by the new commissioner gives additional credence to the belief that he will give special attention to the possibility of anti-trust infringements in the cross-ownership of newspapers and radio-tv stations. He acknowledges only that the matter is "worth thinking about."

Broad Principles

"The principles that anti-trust represents are sound," he points out, "but they are broad, general principles and application to specifics must await application to the case."

Mr. Loevinger, who is filling Newton Minow's place on the Commission but not the chairmanship, says he has no comparable judgment or phrase to match the "vast wasteland" appraisal made by his predecessor. He says he has been too busy of late to watch much television and has few pre-conceptions about it.

He says he is intrigued with the relationship with journalism that his new job affords him. He considers it "one of the preeminently important and most far reaching professions in the country."

His affinity for the writing profession dates back to his undergraduate days when he was editor of the school magazine at the University of Minnesota, president of the Board of Publications, a member of the student editorial board of the Minnesota Law Review, and a member of Sigma Delta Chi.

After he was appointed to the Minnesota Supreme Court, he continued to pursue his interest in writing, and his works include "The Law of Free Enterprise," "An Introduction to Legal Logic" and "Basic Data Regarding Atomic Development Problems in Minnesota."

A relatively large number of members of the Senate Commerce Committee turned out for the hearing on Mr. Loevinger's FCC appointment and questioned him for an hour and a half. The atmosphere was cordial, however, and the committee apparently approved of what they heard for after a brief executive session they recommended his confirmation by the Senate.

All Things Being Equal . . .

What Mr. Loevinger told the Committee included:

His own private solution to what should be done about bad programs was "not to watch the darn programs." He added in a more serious vein that he had no desire to impose his tastes on the television industry any more than he would want anyone else to impose his tastes on him. He said he saw no desire for government regulation of programs and he didn't intend to propose any. He said, however, that the FCC has a perfect right to expect balanced programming and he indorsed what the Commission is doing as not being in the realm of control or censorship.

He said he was in favor of the recent FCC action in prohibiting network "option time" — the policy of giving networks an option on certain hours of the day at an affiliated station.

He said he thought there should be more competition between networks and between program sources.

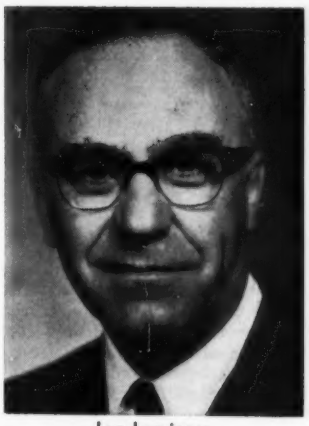
"With two dominant networks," he said, "there is not much opportunity to cater to diversity of tastes."

On the subject of cross-ownership, he told the committee that all things being equal and there were two applicants for a license, one owning a newspaper and one not, he'd favor the one who did not. He pointed out that situation would be different in different communities. In a community that has only one newspaper and one station, he said, the question of common ownership would be different than it would be where there were several newspapers and several stations.

And then, of course, as Mr. Minow before him pointed out, all things are never equal.

The new chairman of the commission, Emil W. Henry, 34-year-old Memphis lawyer, went into the job pledging himself to be "a tough regulator." That merely meant, he explained, that he would be strict about rules requiring broadcasters to operate in the public interest.

Living up to program promises will be a criterion for renewal of licenses, he emphasized.



Lee Loevinger

Educators to Hear Loevinger of FCC

The annual convention of journalism educators has been scheduled at the University of Nebraska Aug. 25-29.

Dr. William E. Hall, director of the University of Nebraska School of Journalism and official host, said Lee Loevinger, the newest appointee to the Federal Communications Commission, will speak on Monday, Aug. 26.

New ideas and progress in Journalism lead the assembly's agenda.

Business includes:

—Examination of the curriculum undergirding schools of communications in contrast with schools of journalism; panel led by William Porter, University of Michigan;

—Analysis of strengths and weaknesses of accreditation programs; panel led by Dr. I. W. Cole, Northwestern University;

—A series of talks on South America by returning Fulbright scholars; panel led by James Markham, State University of Iowa;

—A discussion and examination of educator-professional practitioner relationships; panel led by Dr. Carl Hamilton, chairman, State University of Iowa;

—Discussion of problems with new managements in all news media; panel led by Dr. Edward Barrett, Columbia Graduate School of Journalism.

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Gannett's Paul Miller Admitted to Hospital

ROCHESTER, N. Y.

Paul Miller, president of the Gannett Newspapers and of the Associated Press, was admitted to Genesee Hospital here July 21 for treatment and observation of acute diverticulitis, an intestinal disorder.

Mr. Miller is publisher of the *Rochester Times-Union* and of the *Democrat and Chronicle.*

'Press Rate' Definition Under Study

WASHINGTON

The Federal Communications Commission is taking a new look at its definition of "press rates" as applied to telegraphic correspondence.

"We may have to issue a clarification," said an FCC source. "The situation is not too clear right now."

The new look got under way as the upshot of moves by American Telephone & Telegraph advising some publications they were to be denied press rate classification on telephones and telegrams.

FCC recently authorized AT&T and Western Union to hike rates for private line telegraph services to everyone except press customers. At the same time it called for a further check to determine to what extent similar rate increases "would impair dissemination of news information if applied to the press."

FCC meanwhile is trying to find out informally from AT&T what notice it has given subscribers in the way of rate changes.

At present, FCC is standing on its 1940 definition of press:

"The press includes press associations, news agencies, radio networks, radio broadcasting stations, newspapers, magazines, periodicals and other publications of general circulation which collect, disseminate, or publish general news for the information of the public.

"The term 'general news' includes an account of current events, public announcements, information relating to finance, science, commerce, religion, civic, or other public organizations, and all like information of general public interest."

Representatives of these 17 organizations asked the FCC to be allowed to participate in the case on behalf of the press and broadcasters:

American Newspaper Publishers Association, National Association of Broadcasters, United Press International, Associated Press, *New York Herald Tribune,* North American Newspaper Alliance, Scripps-Howard Newspapers, Field Enterprises, Gannett News Service, Hearst Corporation, Hearst Consolidated Publications, Hearst Publishing Co., Advance News Service (Newhouse), United Feature

(*Continued on page* 58)

PULITZER WINNER SELLS DAILY

Ralph Nicholson Buys Pascagoula Chronicle

By Philip N. Schuyler

The Pulitzer prize winning *Pascagoula* (Miss.) *Chronicle* was bought this week by Ralph Nicholson from Ira B. Harkey Jr., the editor who "fought for law and reason" during the integration crisis at the University of Mississippi.

Mr. Nicholson, 64, who came from Green's Fork, Ind., to become president of the *New Orleans* (La.) *Item*, and co-owner of the *Tampa Times*, after a colorful career in Philadelphia and New York, said he paid a "fantastically high price" for the property. It was reported to be in the neighborhood of $1,000,000. Allen Kander Associates, Washington and New York, was the broker.

Harkey Shot at Twice

Mr. Harkey, 45, shot at twice because of his liberal editorials, said there was no question of his quitting under fire. He said he very nearly sold the paper two years ago.

"I have plans of a personal nature that this sale will give me the opportunity to undertake," he said. "The Chronicle is over the hump now as a daily, and I am happy it will be in the hands of a fine publisher like Mr. Nicholson."

Mr. Nicholson lives on a plantation near Tallahassee, Fla. After selling the Tampa Times to his partner David Smiley in 1951, he became president of the *Charlotte* (N. C.) *Observer*. He expected to buy the paper, but the deal fell through. His colorful background included stints as a reporter on the *Philadelphia* (Pa.) *Public Ledger*, production manager, *New York Post*, assistant business manager *Pittsburgh* (Pa.) *Press* and assistant publisher of the *New York Mirror*. He also served the U. S. Information service in Germany and was in charge of public relations for General Motors.

Nicholson Group

In June 1956, Mr. Nicholson bought the *Dothan* (Ala.) *Eagle* for $1,800,000 and subsequently purchased the *Troy* (Ala.) *Messenger* and the *Brundidge* (Ala.) *Banner*, a weekly. The Pascagoula Chronicle is the third daily in the Nicholson group.

Since November 1962 (the riots at Oxford were in October) a group of Pascagoula citizens has been trying to raise money to start a rival paper. They have also endeavored to interest, without success, the Mobile and Jackson publishers to start Pascagoula editions. The Chronicle reported the first meeting of the group, after which doors were closed to its reporters, according to David Brown, executive editor. Nevertheless, the paper continued to dig out news on plans of the proposed competitor and publish them.

Mr. Brown said the group has dwindled in size from 400 to less than a 100. A final meeting was held Tuesday, July 22, and Mr. Nicholson said it was his understanding and hope that they had decided to abandon their plans.

Town Is Booming

"Pascagoula is a booming community," Mr. Nicholson said. "The industrial potential is tremendous. A new Sears store will shortly open. Standard Oil is building a refinery here. The trading area which includes Moss Point has a population of 30,000 that is continuing to grow.

"We intend to publish a complete paper. It will carry international and national news by UPI in addition to local news, making it unnecessary for people to buy any other paper."

Mr. Nicholson said top management of the paper was "excellent" and he was keeping it intact. Mr. Brown, he said, has been moved up to editor. Others on the team include John W. Trehern, business manager; Joseph E. Brown, advertising manager; Glenis Dillard, production manager.

The Chronicle switched from the semi-weekly to the daily field in May 1962. As a semi-weekly it bulged with advertising, run-

(*Continued on page* 58)

June Linage Up 6.8%; 0.9% for First Half

Total newspaper advertising for the month of June in 52 cities measured by Media Records hit 243,059,000 lines, up 6.8% over the 227,623,000 lines recorded in the like period of 1962.

Total linage for the year to date hit 1,379,532,000 lines, a 0.9% gain over the 1,367,542,000 lines registered at the half-way mark in 1962.

With the exception of General and Automotive, which were down 2% and 0.9% respectively, all classifications showed the following gains in June: Display, 6.2%; Classified, 8.3%; Retail, 8.7%; Department Store, 11.7%; and Financial, 10.5%.

Complete linage figures will be published in EDITOR & PUBLISHER Aug. 3.

Unions Reject New Offer, Honolulu Strike Still On

HONOLULU

Honolulu's newspaper strike began its second month July 21 with no indication that a solution was in sight.

The seven unions whose 800 members are on strike have rejected a new company offer on wage increases, and a company-proposed waiting period before the payment of sick benefits. These are the two major issues in the dispute.

2 Papers Closed

The strike June 21 shut down the *Honolulu Advertiser*, *Honolulu Star-Bulletin* and their jointly owned production company, the Hawaii Newspaper Agency, Inc. Unions participating in the strike are the Guild, ITU, Photo Engravers, Pressmen, Machinists, Lithographers and the International Longshoremen's and Warehousemen's Union. The latter union represents HNA outside circulation employes. It had organized Star-Bulletin circulation men before the Guild became active here, and, when the two papers' circulation departments were merged, took jurisdiction over HNA circulation men.

The unions struck after rejecting a company offer to raise wages by a maximum of $3.50 weekly in each of two years and a company proposal that a two-day waiting period be instituted before the payment of sick benefits. The unions demanded $7 across the board during a one-year contract and refused to consider the waiting period proposed by the company.

The companies had offered to add 75 cents weekly to their wage raise proposal in return for the waiting period.

In a new proposal, made July 13, the companies proposed wage increases of between $4 and $2 a week during the first year and $3.50 and $1.75 during the second year of a two-year contract. It dropped its 75-cent proposal and offered to write a new waiting period provision.

The $4 per week increase offer would bring the wage scales to the following minimum levels the first year: Guild $154, ITU $138, pressmen $136, photo-engravers $145, and stereotypers $136.

This would have provided no waiting period during the first illness by an employe during any year, a one-day waiting period for the second illness and a two-day waiting period during subsequent illnesses within the year.

Unanimous Rejection

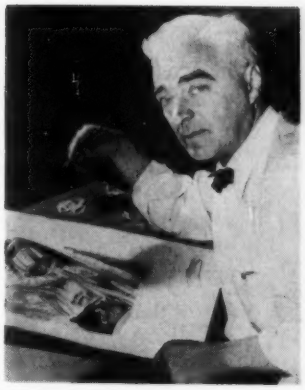
The unions' joint strike committee rejected the offer unanimously. A mass membership meeting backed up the committee's action with only a single dissenting vote out of an estimated 300 persons attending.

Meanwhile, picketing of the company's buildings — including commercial printing plants — continued. Federal mediators, whose attempts to head off the strike and to settle it quickly had failed, remained in Honolulu, but no new negotiations were scheduled at this writing. (7/22)

Meanwhile, the *Hilo* (Hawaii) *Tribune-Herald*, owned by the Star-Bulletin, continued to fly in a special "Honolulu" edition. The *Hawaii Hochi*, one of two bi-lingual Japanese Honolulu dailies, expanded its English-language section, and a string of suburban weeklies in which the Scripps League own a majority interest expanded the size of their papers. A Honolulu business news weekly *(Pacific Business News)* which started daily publication shortly after the strike began returned to one-a-week schedules early in July.

The Honolulu Retail Board, a branch of the Chamber of Commerce of Honolulu, pleaded with both sides to make "minor sacrifices" to settle the strike. It said retail trade was suffering as a result of the advertising gap caused by the strike, and lay-offs in retail tradespeople had resulted, but did not say to what extent trade had suffered.

The West Coast edition of the *New York Times*, the West Coast edition of the *Wall Street Journal* and other West Coast dailies, airmailed to Honolulu, were selling at from 25 to 40 cents a copy.



Newspaper Enterprise Association's Bill Crawford, far right, comes up with a new symbol for the "New Cartoon."

NEA'S BILL CRAWFORD

Constant Crusader For 'New Cartoon'

By Rick Friedman

This is the last in a four-part series on some of the men who are calling for new directions in American editorial cartooning. The views of Bill Sanders, Kansas City *(Mo.)* Star *cartoonist, and Hugh Haynie, of the* Louisville *(Ky.)* Courier-Journal, *were presented June 22 and June 29. The European influence as seen mainly through Peb, of the* Philadelphia *(Pa.)* Inquirer, *followed on July 13.*

* * *

Bill Crawford, chief editorial cartoonist for the Newspaper Enterprise Association, gave a chalk talk to members of the American Newspaper Publishers Association last April.

Crawford, representing the National Cartoonists' Society, opened by drawing an angry Uncle Sam facing toward Cuba. Sam was rolling up his sleeves.

Crawford captioned the cartoon: "Rolling Up His Sleeves!"

He then turned to the publishers and said: "Fortunately for all of us, gentlemen, this sort of thing is on its way out. It says nothing the headlines haven't already said the day before—it has too many corny labels—the caption is a further embellishment of nothing in the first place—and the symbol of Uncle Sam as a hero has been worked to death for a century."

Defines Movement

For Crawford, the ANPA audience simply meant a larger ear for something he had been preaching whenever he got the opportunity—at NCS roundtables, at conventions of the Association of American Editorial Cartoonists, on lecture tours. A leading spokesman in the call for new thinking among his craft—he prefers to call it the "New Cartoon—he described the movement this way for the ANPA:

"I can't specifically define what it will be anymore than the Broadway producer can come up with an exact formula for a hit show. But I can give you some hints.

"First of all—we sure as hell have the material today. We can be more subtle because readers are better informed.

"As cartoonists, we deal in fantasy and exaggeration—but the news itself today has an unreal quality. What more can you say about a bomb that can wipe out mankind? How can you exaggerate speeds up to 18,000 miles an hour? How can you caricature Castro? Who will believe the New York City budget figure? The facts on Page One today just can't be true when you stop to think of them. They are already cartoons.

"The 'New Cartoon' can't be an illustrated headline. It must have a personal slant—must convey a *feeling* about the news that the reader can identify with. It should be an impression —*in lines*—of the world around us—a unique impression which can't be expressed in any other way.

"The 'New Cartoon' will be another interpretation of the news in depth—a peek behind the news, so to speak, through the eyes of one artist and not an editorial board. Now this is not to say it won't need editing but if the editorial cartoon is given more freedom it will surely attract more sensitive artists—and I'm sure—wider readership.

"It will have fewer labels. The caption, if any, lends an added twist to the cartoon. It's not just a title as in the first 'Uncle Sam' example I showed.

"New symbols will appear and the old ones will be used only as spoof.

"The cartoon will be a feature unto itself; it won't be tied into an editorial. More often than not, it will be relatively timeless. It will reflect a trend in the news rather than a specific news story. It will be about people and what they think.

"It will be composed of many highly personalized styles and techniques. It will, on occasions, be highly controversial. The correspondence-school style of cartooning—big noses and big feet —will slowly fade from our pages. Art will replace tricks."

Call for Special Ability

Any conversation with Crawford about the "New Cartoon" invariably touches on art—technique, lines, forms.

"You have to realize that a unique style or technical variations do not in themselves make interesting cartoons," he told us in a recent interview. "Interesting cartoons are the result of a unique point of view *plus* a very special ability to express them in terms of lines and shapes. There are too many men in the field today who excuse their insensative drawings by saying their editors won't give them enough freedom."

Good caricature, Crawford maintains, will be part of the new cartoon. He claims its importance has grown considerably since the advent of television. In his speech to ANPA, Crawford said:

"The people in the news became more familiar to Americans. Their faces—their physical characteristics were seen nightly in livingrooms throughout the land. Now, coupled with a much wider use of photography in the daily press, cartoonists could (and still can) take wider liberties with their caricatures, and they certainly didn't need to clutter up the cartoon with so many labels. General DeGaulle was almost as well known in Akron as he was in Paris.

"A renaissance of caricature will be a part of the 'New Cartoon.' *People* still make news. Due to the new familiarity we will be able to stylize or symbolize the characters in the news to a greater extent. I have always felt it is more important to draw the attitude of a person than just a photographic likeness."

Needs Top Men

Crawford maintains that if the "New Cartoon" is to succeed, it must attract top-notch artists into the field. And their coming into the field, Crawford adds, could be the single most important contribution to journalism made by the "New Cartoon."

Editorial cartoonists in the future, he claims, will be recruited from ranks of trained draughtsmen rather than from art departments.

These artists, Crawford says, will have the ability to make the "New Cartoon" something unique and interesting and alive on the editorial page.

"Controversy alone does not make a good cartoonist," he contends. "An intelligent awareness of the world around him plus the *trained* ability to put it down helps a cartoonist."

Crawford sees the "New Cartoonist" as a true professional in every sense of the word. He told the ANPA that the men who are doing this sort of thing today are the magazine gag cartoonists. "The *New Yorker* bunch has perhaps the best batting average," Crawford added. "They settle for the light needle, the impression or satire to keep their readers awake. Not the old daily Sunday punch to knock 'em dead."

Crawford, 48, is a former

(*Continued on page* 42)

160,000 balloons . . . 280,000 valve caps . . . and 1,500 friendly letters

THIS IS WHAT HAPPENED WHEN A GASOLINE COMPANY PLAYED WITH

PINK AIR

in Newspaper Ads

By J. M. Shea Jr.
Vicepresident, American Petrofina, Dallas

A few years ago the *New Yorker* magazine ran a map showing a typical New Yorker's notion of the United States, and it was something to see. About one-fourth of the map was taken up by Manhattan Island and the Bronx, Queens, and Staten Island and then filling another quarter was the balance of New York State. The rest was devoted to the remainder of the country with Hollywood, San Francisco, and California shown as three of the biggest states left. Texas, for example, was surrounded by Arizona and the Indian Territory. This was considered funny at the time in some circles, but everybody chuckled uneasily because from a New Yorker's point of view that was exactly the way they saw the United States.

I suppose that anyone in advertising runs into this sort of thinking everytime they come across something a little unusual or the least bit above basic English and exclamation marks.

"Oh, it's all right" or even "It's clever, but will they get it in Joplin?" "Or Dubuque?" "Or Gallup?" But as I look at the bulk of advertising inflicted on the public, I am tempted to believe that much of it is stuff that they don't get *any place*. It is simply not interesting enough. As a consumer and sometime client, I have concluded that most advertising is so anxious to reach everybody that it is liable not to reach anybody at all. That is to say, it's watered down so much that nobody is left out. Everybody gets one drop, but not enough to satisfy anyone's thirst.

"YEAH, BUT WILL THEY GET IT IN JOPLIN?"

(Text of a report which Mr. Shea made to the summer meeting of the Newspaper Advertising Executives Association at Asheville, N. C. July 8.)

Sophisticated

We have been having, in my company, a series of experiences which have illuminated this whole subject for me. We have run a campaign of, let us say, rather sophisticated proportions; we have kidded other gasoline advertising, and ourselves a little too, and have tried to do it without slapping the reader over his head with a bladder.

Now these newspaper advertisements — mostly full page and mostly copy — have run in what, to the average New Yorker anyway, might seem to be the most unpromising territory in all the continental United States — the great Midwest and Southwest. It is probably true that the New Yorker magazine's subscriptions in Jopin, Missouri, are fewer in number than any two blocks you would like to name on East 59th Street in Manhattan. So, when my neighbors, or colleagues in the oil business or advertising men comment on our advertising, even if they are kind enough to say that personally they liked it, almost to a man they add, "Yeah, but will they get it in *Joplin?*" or whatever place sounds like the sticks to them.

There is a good deal of evidence that they do get it in Joplin even though they have to wade through an entire newspaper page of copy to do so. But then presumably they wouldn't buy the *Joplin Globe* if they were not used to reading copy since the Globe, a very fine newspaper, is virtually *all* copy, except for the advertising stuck in there by the advertising men who don't think that anyone will read long copy.

In 55 Areas

And not only Joplin. We advertise in 55 of the major areas in which we have service stations; and we have heard from every one of them in astounding numbers. To date, we have sent out well over four hundred thousand next-to-useless premiums — balloons and valve caps — merely because the readers got the message and were willing to spend a five-cent stamp and their time to acquire a two-cent item.

And I might add that a great many of them wrote very nice letters to go with coupons.

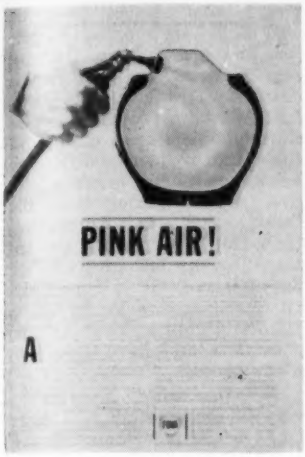
But I am getting a little ahead of myself. First, I would like to give you a bit of the background to this campaign. I dare say that hardly a week goes by that some expert does not deplore the tendency of advertising to under-value public taste. If I were speaking about *all* advertising, perhaps I wouldn't put it that harshly — most of it simply bores me. However, I am not an expert and I'd much prefer talking about our own campaign.

To begin with though, I will just make a few comments about the condition of gasoline advertising in general today. To start on a high note, let's say that for inventiveness and brilliance a good deal of my industry's advertising *almost* attains the levels established by the depilatory and deodorant advertisers.

Fantastic Claims

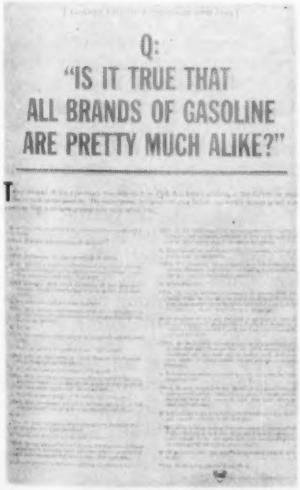
Too much oil advertising, in my opinion, repeatedly claims either fantastic service or fantastic additives — not just in gasoline but in all the products.

Take service at the stations, for example. It is extremely difficult for even the best attendant in the most efficiently run super-station to cover everything on the service checklist which his company brags about in all its advertising — even during the slack periods. During rush hours, of course, it is impossible and everybody knows it. But most of our advertising



goes on overcommitting the man so much that he isn't doing his job so far as the public is concerned if he doesn't look like Rock Hudson, smile like Liberace and act like Superman — and all for $70 a week.

Regarding additives; there is no question but what the oil industry has spent millions of dollars developing worth-while additives for all of its products. However, they have been overplayed so hard from an advertising standpoint that now they are practically useless. The improvements resulting from latter-day additives to our products are completely nebulous to the customer. He usually doesn't ever see the gasoline, let alone the additives, nor does he taste it or feel it, and if he smells it he doesn't like it. And worse yet, from the point of view of making best promotional use of these improvements, the customer has become completely case-hardened by our incessant claims over the years — by our declarations that the miracle new additive of the moment will do practically everything for his car but make the monthly payments.



Actually, I would guess the last additive which the customer cared very much about came on the scene 30 years ago — clean rest rooms. Since then, most people have come to believe that there is no real difference between reputable gasolines. I think that most customers believe that if a gasoline makes his engine knock, it is no good. If it doesn't make his engine knock, it's all right. The rest is taken on faith, for he can recognize very few of the other promised benefits, if in fact they actually exist.

Television Field

Now, since 1957 when Fina first came into existence, of course we had been advertising too. Some of our material was technically quite good — light-hearted and sometimes amusing. But I must admit that most of our themes were as stereotyped as the next company's. In our early days we even ran a series of tv spots promoting a marvelous "9 Point Car Service" available at all Fina stations. A survey of our own dealers, however, soon demonstrated that many of them did not know all of the nine services we promised — and, even worse, some of them didn't even know about the "9 Point Service" program. So, in a fit of conscience, we eased out of this as quickly as possible, with, as you can guess, no complaints from our customers — apparently they hadn't paid much attention either.

But, for a variety of reasons, some of these shortcomings to our own advertising crystalized a couple of years ago. I decided that thereafter we would try to do something about them.

Copy Platform

Here is what I wanted to do with our forthcoming advertising campaign; you might say it is our Copy Platform, to put it in "advertisingese":

1. We wanted to talk very realistically about our products. We know that they are as good as the best, but we didn't want to imply that your engine would fall out on the road if you didn't use them.

2. We did not want to pretend in any way that the attendants at our more than three thousand stations were super-human, or that all of our service stations were super-stations. Like most companies, we have our little ones as well — in our business they are called "dogs." We did not want to make *any* claims which our dealers could not live up to.

3. Since we are a relatively new company, we wanted to get the point across that American Petrofina is *not* just a chain of gas stations or just a small-area marketer. But that it is a fully-integrated company with assets now approaching two hundred million dollars, its own production, refining and distribution facilities, operating throughout the Mid-Continent.

4. Since we don't have an institutional budget, we also wanted to cover some items which really could best be discussed in a campaign of that nature. We wanted to raise some subjects of real importance to ourselves and, in our opinion, to the public; like gas taxes; distribution and service problems, credit card difficulties, and the many other headaches with which we deal on a daily basis.

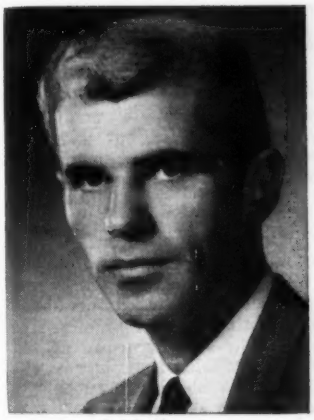
ADVERTISING NEWS E&P SECTION

Small Budget

5. We not only don't have an institutional budget, but for the 14-state marketing area we cover, our total advertising money available is relatively small. Therefore, we felt it imperative that we come up with a campaign which could be concentrated primarily in one medium only and still be effective. From the beginning we felt that this would probably be newspapers since, as some of you may agree, they offer great flexibility in planning and scheduling and oftentimes stronger local impact.

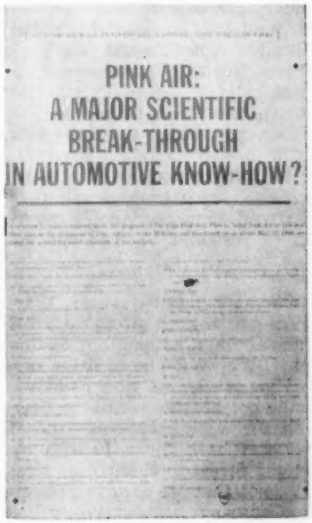
6. Like the man who didn't want to marry his girl for her money — he just didn't know how else to get it; we wanted to be practical. But even so, we wanted to dissociate ourselves from the rest of the industry's advertising and go for the money in a different and possibly humorous fashion.

7. And if all this weren't enough, we *most* especially wanted a campaign of which we could be proud — one which we would enjoy looking at a second and a third time, not one that we would just as soon forget about as soon as the ads had run. We didn't want to have to dredge up any of the old alibis like "It may not be too original or very interesting, but it certainly sells merchandise" or "It's right for our potential customers." To be truthful, none of the campaign requirements were as important as far as I was concerned. We simply had to come up with a campaign which we could enjoy ourselves; not just in the preparation or during the run, but in retrospect as well.


J. M. Shea Jr.

Since we had assigned ourselves so much ground to cover, we knew at the outset that we had to hit upon something of unusual interest to attract and hold the reader's attention. After much talk — though I must admit *no* market research — we decided we might as well invent a new additive, an additive to end all additives. This was by no means an easy task, the oil industry has claimed so many additives to gasoline that the customer probably wonders if there is any room for the crude oil any more. No we had to look somewhere else. We then discovered that everything in your automobile had already been additived-up; *except* the air in your tires. So, we invented and copyrighted Pink Air, the pretty additive. Like other additives,

(*Continued on page* 18)



Pink Air

(*Continued from page* 17)

the customer wouldn't be able to see it or feel it, but it might make him feel nice knowing it was there.

Suggested by Item

Anyway, with an assist from a marketing consultant on the West Coast, a story was reported on the wire services about the distinct possibility of a tire air additive, in decorator colors, to be available sometime in the future — about 10 years, the consultant estimated. This was our lead into the entire campaign. And in May 1961 the first of our full page or 1500 line ads — after quoting the consultant's story — concentrated on "Pink Air, Fina's Additive of the Future." We announced the Fina Five-Year Plan to produce Pink Air and went on to say, "the reason we're in such a rush, as the man says, if you want to stay on top you have got to have a little something new from time to time. But Fina's gas and oil accessories are already just exactly as good as the best. We wouldn't want to add more things to them just so we could say we did. (Oh, we've got additives all right, we just can't think of any good new names or numbers for them.)"

Four weeks later, we followed up with a "Pink Air Progress Report" which stated, "We're still confident that we will be able to get Pink Air to our thousands of Fina stations by May 12, 1966. About 4:30 p.m., we figure; some of our trucks don't get around until late in the afternoon." And for those who were curious, or skeptical, we offered a sample of Pink Air. "Naturally," we said, "for security reasons we won't be able to send you any *real* Pink Air. Besides, what would we mail it in? No, the best answer is a pink balloon — actually two balloons, one inside the other — so when you blow it up the pink balloon will look like Premium Pink." It turned out that quite a few were curious: well over thirteen thousand people wrote in in response to that one ad.

Pink Balloon

We said in our next ad, "Parents get enough pressure from kids already, without our adding to it. We want you to drive into a Fina station of your own free will; not because a child is fussing for a pink balloon. And if we run back for a balloon we might forget to check your tires . . . not that we always remember anyway . . . everybody has his days." This third ad carried the hard-sell, read-at-a-glance headline, "A Fina Attendant is Trustworthy, Loyal, Helpful, Friendly, Courteous, Kind, Obedient, Cheerful, Thrifty, Brave, Clean and Boy, Can He Pump Gas." It said, "Speaking of service, the reason you get so much more of it free at a gas station than at any other kind of store is simple: getting your car gassed is about as much fun as getting your pants pressed while you wait. In view of this you might wonder why you pay higher taxes on gasoline than you do on entertainment. Or luxuries; the tax on gasoline is steeper than the tax on diamonds. But we digress. . . . We give you service to make you feel more kindly toward us. As a matter of fact, most of our stock in trade is free, too. Road maps, water, windshield wipes, air, how far is it to the next town, battery water, rest rooms, etc., etc. Just ask the man. For anything but pink balloons. However, we will be happy to mail you one."

Coupons by Thousands

There was a coupon on this one too. Eleven thousand more people promptly wrote in — and for months and months thereafter we received a steady trickle of requests for balloons.

Now, in our next ad, we were faced with that most abominable of all advertising problems: "Showing a picture of the factory." This was not mere vanity. As oil companies go, we are quite young, only six years old. People are often inclined to confuse youth with size, and we were anxious to set them straight. So our fourth ad, under the guise of proposing a Pink Air Pipeline to get the stuff to the stations on May 12, 1966, managed to show our entire marketing territory and mention the three refineries we had at the time — now we own five. We also faced up to the problem that is touchy for any oil company — all stations are not super-stations, some are "dogs." As far as I know, no other company has ever admitted this in its advertising. We did it in this manner: "The real advantage to the proposed Pink Air Pipeline is that it would be fair. It would make Pink Air available to big Fina stations and to little Fina stations at one and the same time, without fear or favor. A big Fina station has, in addition to lots of pumps you can see, lots of underground storage tanks, lots of attendants to keep check on them, so taking care of Pink Air would be no problem at all for them. But a little Fina station might be just two pumps in front of a general store and the proprietor not only has no extra storage space, but is plenty busy as it is; what with slicing bacon and all. You might have to bonk twice . . . so you can see that a direct line from the refinery would be a real help to him."

Valve Caps

Then, the fifth ad in our series offered pink valve caps to help people through the difficult withdrawal period from regular air. If you should see any cars with pink valve caps, you will know why. And we will know that they got our message about some of the other products we sell — in this we pushed tires, batteries and accessories.

We ended up this ad as we did with all the others: "Meanwhile, if you are driving down the road and you see a Fina station and it's on your side, so you won't have to make a U-turn through traffic, and there aren't six cars waiting, and you need gas or something, please stop in." This time we added a footnote which read: "We have said this so often now, that it has gotten to be sort of a Fina motto. It isn't very pushy as mottoes go, but it is realistic. We don't expect you to do anything that isn't reasonable or convenient."

After that we conducted a contest which offered "Your Chance to Win Fifteen Yards of Pink Asphalt." The reason for this is that we rank as one of the largest asphalt manufacturers in the country. We wanted to talk about that and the quality of these and allied products. Over nine thousand individuals and organizations entered; and not just with coupons. Most of the entries consisted of long, involved letters. We finally designated as winner a woman a long way out of our own marketing territory. In addition, we gave a pink tennis court to a high school near Wichita, Kansas, since all members of the senior class had taken the trouble to tell us why they did or did not want such a creation. And, since we had forgotten to make a rule against our own people entering, we provided pink drives for one of our dealers who gave us some very amusing reasons why we should do something about the service station on which he had been paying rent for years and years.

No Shouting

The campaign has gone on in this vein until now. We still try to avoid shouting and overpromising. We don't think we have hit our readers over the head to get their attention, but even so indications are that we have it. Lately we have begun a series of Tire-Side Chats about Pink Air, the super-annuated additive claims some companies make, and product quality. One headline asked the question, "Is Pink Air A Major Scientific Breakthrough In Automotive Know-How?" Of course we answer, "No, its just pretty." Our last ad asked, "Is It True That All Gasolines Are Pretty Much Alike?" In this we take the affirmative and have some fun in the process.

Well, this brings us up to the present, and I think if I were you, I would be asking, "Has it done any good?" Yes, we know it has, although we would be the last to try to claim exact results from advertising alone. We do know that we have had record gasoline sales month after month since shortly after this campaign started.

There is also this: in the past, some of our largest customers were fond of indicating in no uncertain terms that they would much rather have the money in the form of lower prices than in advertising. Many of them are now tieing into the campaign at their own expense. Furthermore, large numbers are running special "Pink Air" promotions of their own. It is surprising, for example, the number of 50- and 60-foot gasoline transport trucks now running through our territory all painted Shocking Pink from stem to stern.

But one of the best tributes to the campaign's effectiveness is that it has generated enough interest that quite a number of organizations like yours have asked me to talk about it. And there have been editorials and feature articles about it in any number of newspapers and magazines.

To be more specific about the direct results from the coupon ads I described, we have mailed out over one hundred sixty thousand balloons and two hundred eighty thousand valve caps. The circulation base of the 55 newspapers is about 4 million — total circulation without combination papers is 2,800,000.

And, we have gotten more than 1500 friendly letters, which amounts to about fifteen hundred times more unsolicited commendation than our past advertising had drawn. To us, receiving this sort of generous response has been an experience comparable to finding an open bar in the Bible Belt. Except, that we didn't really know how thirsty we were. We had no idea

(*Continued on page* 54)

THIS MAN KNOWS GOOD PARTIAL PAGE STEREO COLOR WHEN HE SEES IT.

You will too, after viewing our short informative film on the PARTIAL PAGE STEREO COLOR process developed by The San Diego Union and Evening Tribune.

SEND FOR IT TODAY. WE KNOW YOU'LL ENJOY IT.

Copley Productions
A DIVISION OF THE COPLEY NEWSPAPERS

Copley Productions
P.O. Box 1530
La Jolla, California

Copley Productions
434 Downer Place
Aurora, Illinois

Please send us your new 16mm sound and color film "Partial Page Stereo Color."

NAME_____

FIRM_____

ADDRESS_____

CITY_____ STATE_____

All Copley Production films may be borrowed for showing without charge.

26,421 Adults Shape Readership Profile

The *Philadelphia Inquirer* has released a 20-page digest of the 1962 Philadelphia Newspaper Analysis, a survey of readership conducted by Sindlinger & Company, Inc., market analysts.

Based on 26,421 interviews in the 14-county trading area, the study discloses data concerning every aspect of readership of Philadelphia's two standard-size newspapers, the Inquirer and the *Bulletin*. Included are total readership daily and Sunday, readership by men and women, exclusive readership, duplicated readership and suburban and city readership.

Largert Survey Yet

Now in its seventh consecutive year, the continuing daily readership survey is the largest ever conducted for any newspaper anywhere. From April 1, 1957 through December 30, 1962, interviewers contacted a total of 122,996 adults in Delaware Valley, U.S.A.

Copies of the digest are available from any Inquirer advertising representative or from the Research Department, Philadelphia Inquirer, Philadelphia 1, Pa. There is no charge.

Non-Partisan View

On the subject of duplicated readership, the report takes a non-partisan view with a pitch to advertisers to use both the Inquirer and the Bulletin.

The section states:

"Of the Daily Inquirer's 1,292,000 adult readers, 485,000 also read the Daily Bulletin. That's 38%.

"Of the Daily Bulletin's 1,450,000 adult readers, 485,000 also read the Daily Inquirer. That's 33%.

"In other words, the Daily Inquirer and the Daily Bulletin have a combined adult readership of 2,257,000, with 485,000, or 21%, reading both papers.

"To advertisers who utilize only one Philadelphia newspaper, this duplicated readership warrants only secondary consideration as a plus factor. It is of minor significance when compared with the mass exclusive audience that is missed when either newspaper is not used."

Are too many national advertisers passing you by?

Let them know what they're missing.

Speak up loud and clear in the medium these key business leaders read most regularly.

Published at: NEW YORK, SILVER SPRING, MD., CHICOPEE FALLS, MASS. • CHICAGO, CLEVELAND • DALLAS • SAN FRANCISCO and RIVERSIDE, CALIF.

NEW PREPRINT PREXY — Bruce Logan, who this week moved from vicepresident and general manager to president of Preprint Corp. He succeeds Leonard S. Pinover, who continues as chairman of the board.

L.A. Times' Ad Revenue at Peak

LOS ANGELES

Advertising revenue of the *Los Angeles Times* for the first half of 1963 was the highest in the newspaper's history despite a 5.6% drop in total linage, according to Robert D. Nelson, Times vicepresident and general manager.

Income from advertising was up more than 3½% — nearly $1½ million — over the corresponding period a year ago, Mr. Nelson reported. The additional revenue resulted from rate adjustments based on increased circulation during the past year.

Both daily and Sunday circulation continued to show gains over the final months of 1962, with average daily circulation of 762,560, and Sunday circulation of 1,113,890, during the first 24 weeks of 1963.

•

Walker Joins MMN

DETROIT

Vincent P. Walker, formerly manager of the Detroit office of the *New York News*, has joined the Detroit office of Million Market Newspapers, Inc. Prior to joining the News, Mr. Walker had been associated with both the *Detroit Free Press* and the *Detroit Times*.

•

Daily Signs Up

The *Houston* (Texas) *Chronicle* this week became the 28th newspaper to join up with National TV Log, Inc., which sells bold-faced linage in newspaper tv listings to advertisers.

Ad-lines

By Robert B. McIntyre

Ad Tax Threat

Legislators in four states—Wisconsin, Florida, Alabama and Indiana—have been foiled in their tabor-beating efforts to impose tortuous taxes on advertising in recent weeks.

* * *

According to Don Wilkins, in charge of the Advertising Federation of America's Washington office, alertness of ad clubbers who organized coordinated campaigns by the entire advertising community has been the major factor in turning back this threat for the *time being*.

According to Don, news of Wisconsin omnibus tax bill which extended 3% sales tax to include advertising reached AFA's 8th District Governor Tom Towell during AFA convention last month and was headed off via "hot line" from Atlanta to Madison and Milwaukee.

Bill to include advertising under Florida 3% state sales tax was only defeated in closing minutes of legislative session through combined efforts of 4th District ad clubs and local media.

Alabama proposal to levy 3% "privilege license tax" on advertising expired with legislative session due to stiff resistance from 7th District Legislative Alertment Committee and Alabama ad clubs.

"Sleeper" in Indiana state revenue bill placing advertising under state sales tax was caught by alert ad clubbers in time to sidetrack measure until legislature adjourned.

* * *

"Similar taxes on advertising have been proposed in Missouri, Louisiana, the state of Washington, as well as Baltimore and many other cities," Don Wilkins points out. "These have been defeated mainly through the alertness of local ad clubs and the coordinated efforts of advertising men and women who derive their livelihood from this business.

"But," Don notes, "these threats will continue so long as tax-hungry states seek new sources of income. Our legislators and our voters must be convinced that there could be no greater deterrent to local business or our national economy than a tax on advertising."

precept

We think we've come up with a convincing and sound precept for judging a newspaper's power. In words of few syllables it is:

when a newspaper gets results... the result is advertising leadership

PRECEPT-PROVER: **The Philadelphia Inquirer**

Since 1932 . . . without a break . . . The Philadelphia Inquirer has carried more advertising than any other Philadelphia newspaper.

Ads Improve Army Post Newspaper

FORT SILL, Okla.

Six months ago the Fort Sill newspaper, the *Cannoneer*, joined a military minority to win new readership and increased circulation.

As an Army-written and published newspaper the *Cannoneer* had been a four-page tabloid serving this post of 25,000 population, home of the U.S. Army Artillery and Missile Center. The change to a 16-20 page civilian enterprise effort carrying advertising provided space for three times the amount of copy.

The *Cannoneer* is one of the many hundreds of military post newspapers throughout the world. In the United States alone there are 351 authorized, meaning Army written and published, newspapers and 40 civilian enterprise efforts prepared by the Army but printed and published by a civilian contractor.

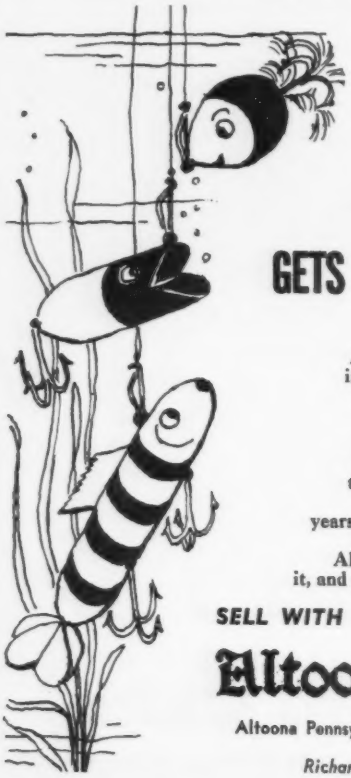
The expanded Fort Sill paper was the result of a staff study prepared by the Fort Sill Information Officer, Lt. Col. Gordon Cubbison, which determined that greater coverage was needed, that the change to a civilian enterprise paper would remove a cost-burden from the Army, and that editorial control by the Army could be agreed upon with a civilian publisher in nearby Lawton.

With an emphasis on people, the *Cannoneer* has lightened copy, runs family pages, brightens gray pages with more and larger photographs and provides the local business community with a specialized advertising medium directed toward military readers and their families.

After six months of publishing, by agreement between the post and the publisher, the paper carries a 45 percent advertising and 55 percent editorial content. The joint effort is now printed weekly with a minimum of 16 pages, and a total of 15,000 copies in circulation—averaging better than one paper to every two men on post.

Delivery is handled by both the Army and the civilian publisher, with the Army handling the bulk of delivery on post. The publisher, Lawton Publishing Co., inserts a copy as a special section in its daily newspapers, the *Lawton Constitution* and the *Morning Press*.

LOOKING FOR ACTION?



IN ALTOONA

...COLOR

GETS 'EM EVERY TIME

Advertisers who have used color in the Altoona Mirror have found that it lures sales faster and thicker than anything.

If you're fishing for more sales results in Pennsylvania, be sure to take advantage of the Mirror's careful color craftmanship, 30 years of technical know-how, coupled with saturation coverage of the Altoona-Blair County market. Try it, and you'll reel in more business, too.

SELL WITH COLOR IN THE

Altoona Mirror

Altoona Pennsylvania's Only Daily Newspaper

Richard E. Beeler, Adv. Mgr.

Y & R Research Executive Now With This Week

Theodore Giletti has joined *This Week* magazine as director of research, Ben G. Wright, president, announced this week.

For the past 11 years, Mr. Giletti has been with Young & Rubicam as a research account executive, directing research programs for accounts such as Metropolitan Life Insurance, Procter & Gamble, General Electric, Gulf and the Simmons Company. Prior to this he was research manager of Street & Smith, and earlier with the *New York World-Telegram & Sun*.

Mr. Giletti has a degree in Marketing and Statistics from New York University and was awarded the American Marketing Association's Graduate Student Award in 1954.

John R. O'Connor, Vicepresident and advertising sales manager of This Week, announced the appointment of Larry Boersma and John Loring Danforth to the New York sales staff and F. Jerry Brown to Chicago.

Mr. Boersma has spent several years as a sales representative for *Better Homes & Gardens*, New York.

Mr. Danforth was formerly a sales representative with the *Ladies' Home Journal*, *McCall's* and Cannon Mills.

Mr. Brown joins This Week following several years as account executive with the Tatham-Laird Agency, Chicago and as a sales representative with the Metropolitan Sunday Newspaper Group.

•

Ted Bates Co. Elects 3 As Vicepresidents

Robert K. Morrison, John C. Ryan and C. Arthur Stangby have been elected vicepresidents of Ted Bates & Company, Inc.

Mr. Morrison was with Bates as a research group head when, in 1962, he left the agency. He rejoins Bates as an associate research director.

Mr. Ryan is director of the economics and statistics division in the research department. He joined Bates in 1957 as a research account head after serving, for seven years, as an economist for American Can Company.

Mr. Stangby is an accout executive who joined Bates in 1960. He was formerly Media Manager of S. C. Johnson & Son, in Racine, Wis.

J&J Realigns Ad Agency Assignments

Four advertising agencies will be affected by Johnson & Johnson Company's decision last week to switch assignments for several of its products.

Sullivan, Stauffer, Colwell & Bayles, Inc., will pick up an estimated $4,000,000 in billings from N. W. Ayer & Son and Young & Rubicam, Inc. Products resigned by Ayer because of "product conflicts" with other clients' products are Arrestin cough medicine, Liquiprin, Johnson dental floss, medicated powder and Band-Aid Plastic tapes and medicated plasters. Billings on these products are estimated at $750,000.

J&J announced that the Band-Aid Plastic Tapes account and medicated plasters have been placed with Y&R, which now will have all Band-Aid advertising as well as continuing to handle the company's First Aid and Red Cross products, the basic baby products and J&J's Cotton Buds.

A new two-stage antacid preparation, Bi-Phase, will be awarded to Norman, Craig & Kummel, Inc.

•

Washington Star's Ad Executives Shifted

WASHINGTON

Two appointments in the business department of the *Washington Star* were announced this week by Advertising Manager Jack C. Schoo.

Malcolm C. McCormack, former national advertising manager, was appointed retail advertising manager. John J. Barrett, former classified advertising manager, succeeds Mr. McCormack as national advertising manager. Lowell Steele, assistant classified manager, will serve as acting classified manager assisted by Davin W. Drittler, in charge of automotive classified and Walter Hanneman, in charge of real estate classified.

•

Overholser Is Made Y&R Vicepresident

Charles E. Overholser Jr. has been named a vicepresident at Young & Rubicam. He joined the research department as an account executive in 1957 and was made an associate director for research account management in 1960.

Prior to that he had been on the advertising staff of the Corn Products Refining Company and a research analyst with the Colgate-Palmolive Company and the Market Research Corporation of America.

STIRRING STUFF

Good mixers—morning coffee and Michigan's only morning newspaper. It's the way most Detroiters start their day, every day. Take our man above. He's a professional man in an executive capacity, a decision-maker. He leads the Detroit area in income. He owns his own home. He has charge and checking accounts. He—and the other Detroit area Free Press readers—control almost half of all buying power in greater Detroit. And the Free Press reader living in the key 1½ billion dollar 24-county bonus area around Detroit is the same kind of dynamic character. That's why so many leading advertisers choose the Detroit Free Press. They want to reach the kind of person the Free Press reaches. And not just because he likes coffee.

The Detroit Free Press

MICHIGAN'S AWARD-WINNING NEWSPAPER

Papers Will Sponsor '64 Summer Students

BLAIRSTOWN, N. J.

Blair Academy will conduct a co-educational summer school for journalism, to begin in 1964. It was approved unanimously by a vote of the school's Board of Trustees. Announcement of the program was made by James Howard, headmaster of Blair, 115-year-old independent school for boys in northwestern New Jersey.

6-Week Program

Designed for qualified high school journalists in the eleventh and twelfth grades, the six-week program will provide instruction and opportunities for practical experience in newswriting, and courses in English composition, literature and history.

A number of newspapers in New Jersey, Pennsylvania, New York, Illinois and New England have agreed to sponsor full $600 scholarships for deserving students in their circulation areas. Newspapers throughout the United States are being invited to sponsor students from their own areas.

In announcing the decision of the Board, Mr. Howard said that he hoped the program will serve to encourge well-qualified and exceptional students to enter the field of journalism. "Responsible journalism is essential in a free society," Mr. Howard said, "and responsible journalism calls for liberally educated journalists. The aim of this program is to relate disciplines associated with the liberal arts to the more technical skills required of journalists and to stimulate interest in both."

The program will stress the importance of liberal education to responsible journalism by offering related courses in history, English composition and literature. The history courses will teach the background of current news topics, giving a basis for interpretation of the news in depth; the relationship of government and press, and selections from the lives of men who have made significant contributions to journalism.

The English composition and literature course will include instruction in types of writing; writing methods to achieve clarity, interest, organization and balance, and the place of the journalist in American literature.

The program will also give students instruction in the formal disciplines of newswriting, together with first-hand practical experience. The course will culminate in the production of a newspaper. At "press conferences" students will meet representatives of news media.

Plans for the school are going forward under the direction of Mr. Howard and Anthony Cassen, a member of the Blair faculty.

•

Future Newspapers Discussed at Seminar

COLLEGE STATION, Tex.

The success of tomorrow's newspapers no longer will be measured by "scoops and sensationalism," a Texas editorial executive told the Texas A&M Journalism Workshop July 19.

Robert W. Akers, editor-in-chief of the *Beaumont* (Tex.) *Enterprise-Journal*, said, however, the "success of the newspaper will be measured by the reader's confidence in your ability to report happenings in the world about them."

Mr. Akers was the keynote speaker at the final session of the six-day workshop attended by 360 Texas high school journalists. The newspaper editor commented on changes in the last 20 years and today's trends in the journalism profession.

•

$50,000 Loan Fund

IOWA CITY, Iowa

A total of $50,000 has been made available for loans to journalism students at the State University of Iowa by the newly founded Frederick A. Schneller Journalism Loan Fund. Mr. Schneller, who died in 1960 at the age of 54, was a 1929 graduate of the SUI School of Journalism and former advertising manager of the *Daily Iowan*, University student-edited newspaper. He was vicepresident in charge of marketing and merchandising for the D'Arcy Advertising Company in New York at the time of his death.

•

Blade Adds Stocks

The *Toledo* (Ohio) *Blade* has expanded its financial coverage by publishing the complete daily list of stock transactions of the New York Stock Exchange.

Dr. Chilton Bush In Gallup Chair

IOWA CITY

Chilton R. Bush, professor emeritus and former executive head of the Department of Communications and Journalism at Stanford University, has been chosen for an interim appointment to the new George H. Gallup Chair of Journalism at the University of Iowa School of Journalism. The appointment is for the fall semester.

Dr. Bush will conduct a seminar in communications research and will teach courses in content analysis, and in public opinion and mass communications. He will also help to advise students in quantitative research.

The Gallup Chair of quantitative research has been established through a grant of $30,000 by the Quill and Scroll Foundation, an adjunct of the international honor society for high school journalism. The grant will supplement the salary of the professorship for a period of 10 years.

Dr. Gallup, a leader in public opinion research, received bachelor's, master's and doctor's degrees from the University of Iowa in the 1920's. He founded the Quill and Scroll Society at the University in 1926, and is presently chairman of the board of trustees of the society.

Dr. Bush is the author of three books, "Newspaper Reporting of Public Affairs," "Editorial Thinking and Writing," and "The Art of News Communication," and is co-author of "The Newspaper and Its Public," a pioneering study of the measurement of attitudes toward the newspaper.

•

Journalism Senior Given Study Grant

PROVIDENCE, R. I.

Lawrence C. Bowser, a senior journalism major at the University of Rhode Island, has been selected as one of the national winners by the Institute of European Studies for a one-year study program at the University of Vienna.

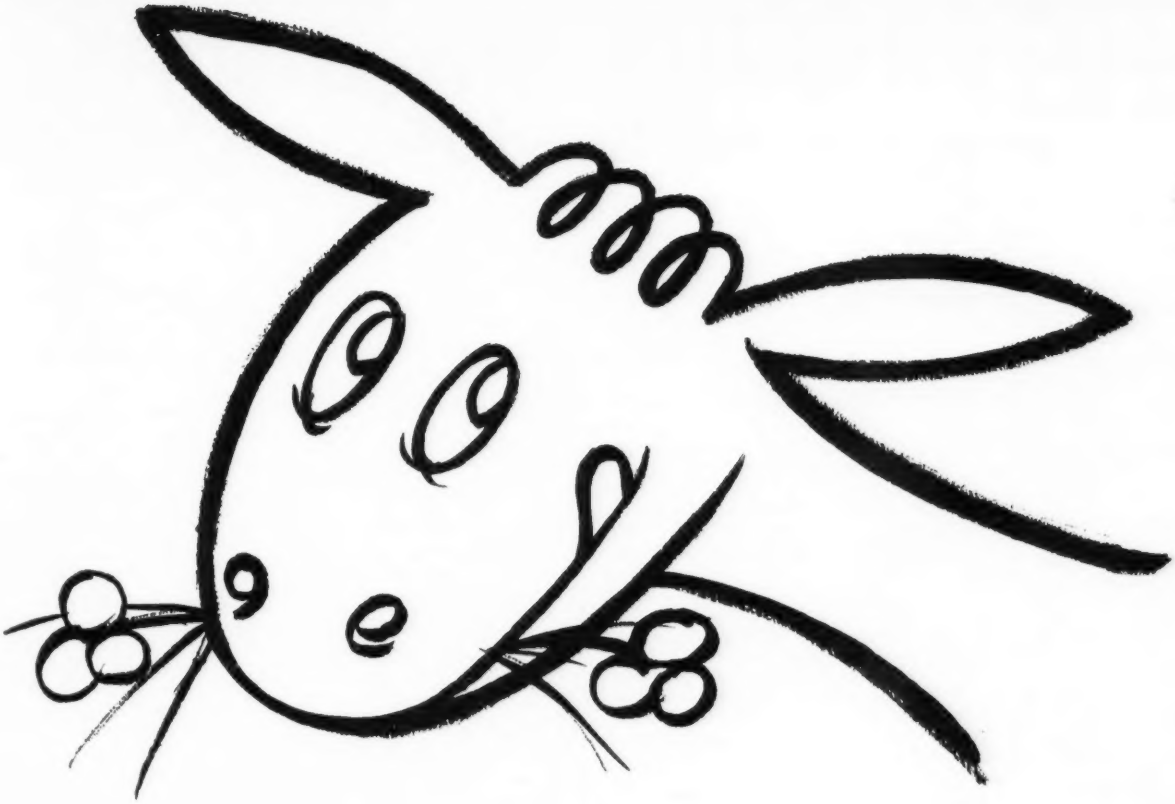
Mr. Bowser was recommended to the Institute by Dr. Reuben Mehling, chairman of the Department of Journalism at University of Rhode Island. Mr. Bowser will study the development of the press in Central Europe, European history and international problems.

After completing an internship with the *Pawtuxet Valley* (R. I.) *Times*, he is spending this summer as a staff writer for that paper.

Since the U.S. Census of 1940, Erie has lead all major cities in Pennsylvania in population growth. Yes, your ads do more in Erie's growing market, Pennsylvania's 3rd City and only port on the St. Lawrence Seaway.

FOR COMPLETE COVERAGE IN PENNSYLVANIA'S 3RD CITY

The Erie Times (evening)
The Erie News (morning)
The Erie Times-News (Sunday)



This pasture not only looks greener, - it IS greener!

The first time you bite into it, you find that out! People in Westchester and Rockland counties have a spendable income of $10 million a day and that's why retail sales in this market are over $4.5 million a day.

It's a matter of record that these good people spend $3.4 million a week for automotive equipment, $2.5 million a week for apparel and over $1 million for food every shopping day of the year.

It's a matter of common knowledge among successful retailers and national advertisers that the quickest way to get sales action is to tell your story in the 10 strong dailies of the Westchester Rockland Group.

Westchester Rockland Group

8 CHURCH STREET WHITE PLAINS, N.Y.

KS REPRESENTED NATIONALLY BY THE KELLY-SMITH CO.

HERALD STATESMAN, Yonkers
DAILY ARGUS, Mt. Vernon
STANDARD-STAR, New Rochelle

REPORTER DISPATCH, White Plains
DAILY ITEM, Port Chester
DAILY TIMES, Mamaroneck
JOURNAL-NEWS, Rockland County

DAILY NEWS, Tarrytown
CITIZEN REGISTER, Ossining
EVENING STAR, Peekskill, Affiliated

How LONG Is Too SHORT?

by
Julian P. Van Winkle
President
Old Fitzgerald Distillery
Louisville, Kentucky
Established 1849

Rummaging through the attic of an old Kentucky farm house, the new tenants came across two dusty shoe boxes.

One box bore the label "String-*saved;*" the other, "String-*too short to save*".

To the conscientious string saver, the recurring question is "How long is too short?" Thus, a judgment is tied to the end of each string.

Likewise, what to save and what to throw away as the mash passes through the still, is of prime concern to us bourbon distillers. What some of us save and others don't, makes all the difference in our whiskies.

Now the simple function of a still, in case you're interested, is to separate the whiskey from the mash. In so doing, certain flavoring agents called congenerics may or may not accompany the bourbon, depending on the "set" of the still.

It follows, therefore—the more congenerics the more generous the taste.

Inside our old-fashioned pot stills, we save "string" other distillers throw away. This is because our family distillery addresses itself to serving a special coterie of bourbon men who like their whiskey to sit up in the glass!

Unlike certain of today's bland versions with most of their congenerics "boiled" away, our OLD FITZGERALD comes through the still at a just-right proof to tote the rich bourbon flavors along, then goes on to mature to fragrant mellowness after 6 or more years in new white mountain oak.

If you are one who selects your brand for *depth* of flavor instead of *lack*, we invite you to join this inner circle of the Bourbon Elite who have discovered the satisfying goodness of OLD FITZGERALD, and find it pleasant to share, in moderation, with associates and friends.

Kentucky Straight Bourbon
Always Bottled-in-Bond
Mellow 100 Proof

PROMOTION

Paper Helps Police Prevent Burglaries

By George Wilt

A campaign sponsored by the *South Bend* (Ind.) *Tribune* is lending a helping hand to law enforcement agencies, the third such effort in the past year. The current effort, in cooperation with the Police Department, is to prevent burglaries during the summer.

The Tribune is publishing a quarter-page advertisement as a public service, carrying the headline, "Help the police protect your home — Thieves and burglars fear the law, locks and light!"

Included in the advertisement is a list of precautions which homeowners should use to prevent burglaries.

Of particular interest to newspapers is the suggestion that subscribers have their newspaper mailed to their vacation address.

Reprints Distributed

Several thousand reprints of the advertisement, supplied by the Tribune, are being distributed to homeowners by the police department.

Other Tribune programs in cooperation with local police, and designed to reduce crime, include a brochure seeking to prevent child molestation, and a bicycle safety program. The brochure is used by the police school detail, and more than 20,000 copies have been distributed by the police to local school children.

Clarence Harding is public relations director for the South Bend Tribune.

* * *

ECONOMIC MAP — The release of a new economic map of the Detroit trading area has been announced by John Koval, research manager of the *Detroit Free Press*. The 28 by 30-inch full color map gives a detailed economic breakdown of the market, delineating all cities and townships of the six-county area into median family income groups, with information furnished in the 1960 Census reports. Copies are available for advertisers and agencies from the Free Press Research Division.

* * *

CAMP — Camp Courant, a free day camp operated by the *Hartford* (Conn.) *Courant* Foundation since 1896, will operate its 67th year on a 50-acre tract of shady trees and grassy knolls surrounding new buildings, a few miles west of downtown Hartford.

The new camp, replacing a previous location discontinued due to new highway construction, was built at a cost of $350,000 exclusive of land, and includes an Olympic-size pool and wading pool. The camp plays host to approximately 18,000 youngsters a year.

* * *

TRACK MEET — When directors of the National Amateur Athletic Union assigned the 1964 U.S.A.-U.S.S.R. track and field meet to Los Angeles, it marked another major promotion for the *Los Angeles Times* Charities.

The Times, in cooperation with the Southern Pacific Association, will present the meet in the Los Angeles Coliseum in late June or early July, 1964.

* * *

GOLDEN TIDE—As a follow-up to their contest, "Hoo's Hoo Here," and a recent contest to guess the market's retail sales, the *San Jose* (Calif.) *Mercury* and *News* has released a brochure on the development of its market, "The Golden Tide on an Inland Sea." The booklet traces the history of the area from the days of the Spanish settlers, through the gold rush, and right up the newest industries. It's a fresh approach in telling a newspaper market story.

* * *

CENSUS TRACTS—A new "Buying Power Map" of Buffalo and its suburbs prepared by the *Buffalo* (N. Y.) *Courier-Express*, shows economic factors for 163 census tracts in the area. Through the use of color, the tracts are divided into four groups, each representing a different level of buying power, based on median incomes, home valuation or rental, occupational classifications, and median school years completed. The 163 tracts were ranked from high to low after weighing and combining these factors. Populations were accumulated so that the highest ranking tracts, accounting for 25% of the area's population called "excellent," the next group ranked "good," the third quarter "fair," and the 4th quarter, "poor."

An accompanying data book includes detailed statistical material, and along with the full-newspaper-size page is enclosed in a two-pocket portfolio with background information.

* * *

LIQUOR SALES—The *Philadelphia Daily News* has released a booklet including 1962 Licensee and store sales, by cases, prepared from Pennsylvania Liquor Control Board Reports. Data is enclosed for the state, and Division 1, the 16-country Philadelphia area.

* * *

POP'S TOPS—Three winners of the *Milwaukee Sentinel's* "My Pop's Tops" contest were feted at a dinner sponsored by the newspaper July 1. They were among the 1,983 who entered the contest by writing a 50 word letter beginning "My Pop's Tops because . . ." Besides apparel outfits for their dads, each of the winners received a set of the Sentinel's Golden Treasure of Knowledge reference books. The contest was conducted with the cooperation of the Wisconsin Men's Apparel Club.

* * *

BOATING—The Sports and Boat Show edition published March 15 by the *Milwaukee Sentinel* was the largest tabloid boating section among 146 daily newspapers in 36 states and the District of Columbia during the first four months of 1963, the National Association of Engine and Boat Manufacturers reported July 5. The 56-page Milwaukee Sentinel section topped the *Boston Globe* and *Miami Herald*, each with 36 pages. The survey covered 105 cities and, for the most part, included only boat shows or combined sports and boat shows.

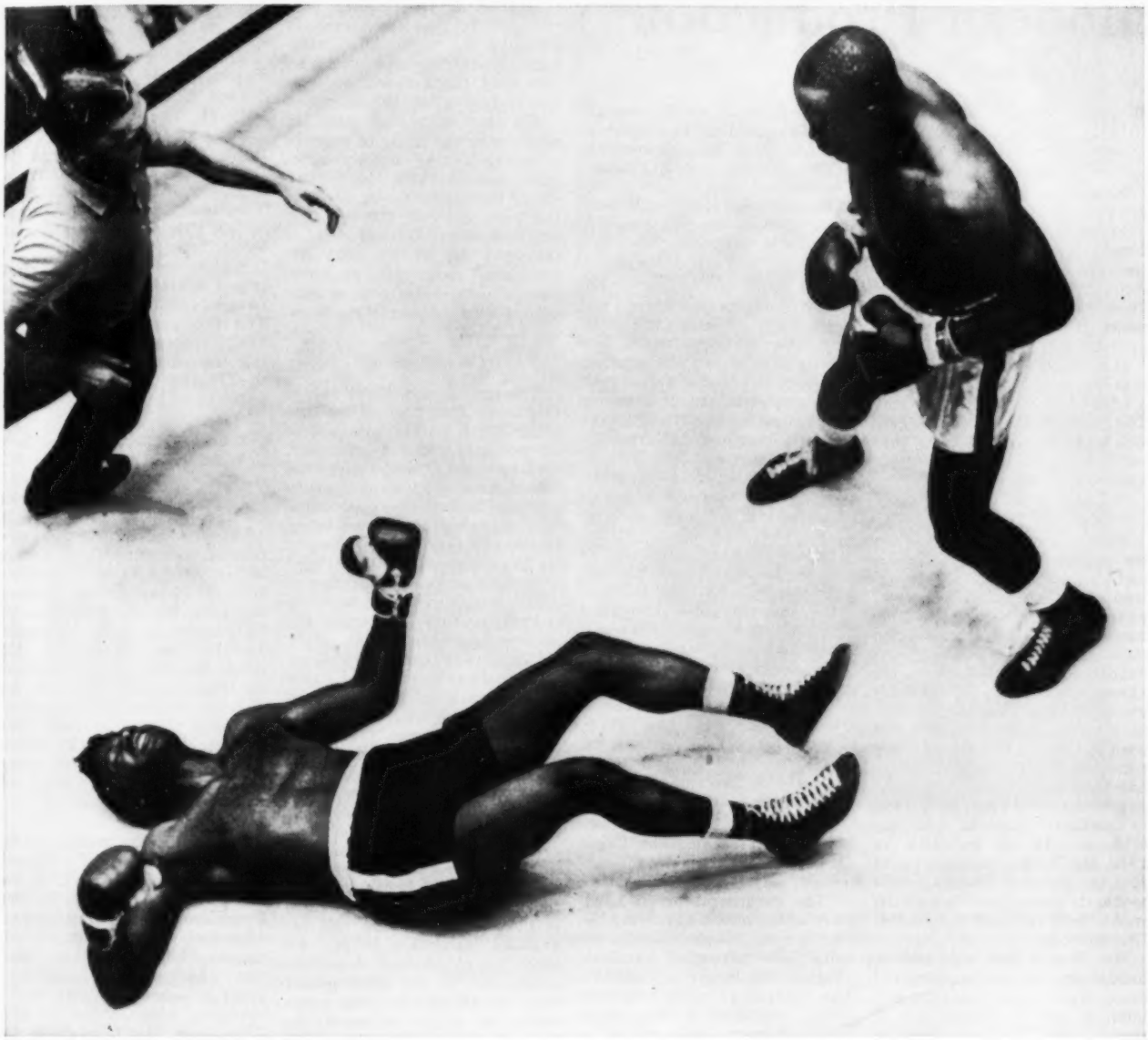
* * *

TOLEDO DATA — A colorful 12-page booklet loaded with data and statistics on the Toledo, Ohio, market, has been prepared by the *Toledo Blade* and *Times*. Copies are available from the newspaper, or offices of Moloney, Regan & Schmitt Inc., newspaper representatives.

* * *

EAST AFRICA — A new brochure, "East African Newspapers: A Vision Realized," has been prepared for distribution by Joshua B. Powers Inc., international publishers representatives. The 12-page booklet describes the East African Newspaper Group, of Nairobi, Kampala and Dar es Salaam, and features full-page bleed photographs. Copies are available from Joshua B. Powers, Inc., 551 Fifth Avenue, New York City.

A KO by AP WIREPHOTO!



AP Wirephotos on the Liston–Patterson fight in Las Vegas led the field...tops in quality...in speed...in content... and they led decisively from coast to coast.

Typical competitive play in morning newspapers:

San Francisco 14 (AP) to 1 Chicago 14 (AP) to 2 New York 29 (AP) to 8

ENTERPRISE The Associated Press **ACCURACY**

BOOKS IN REVIEW

How to Cut Costs: Modern Production

By Ray Erwin

MODERN NEWSPAPER PRODUCTION. By Allan Woods. Harper & Row. 30 line and halftone illustrations. Glossary of terminology. 238 pages. $5.75.

Newspaper production costs are rising to frightening heights at frightening speed. Most of those costs are encompassed in the composing room, so it is incumbent on newspapermen to know more about modern newspaper production than they have ever known.

It is in the composing room that the battle for survival of a newspaper may be won or lost. The successful newspaperman will want and need to know that battlefield and all its implements and strategies.

Meet the Author

Allan Woods, the author, is well-equipped himself to guide and instruct other newspapermen in the fine and lively art of newspaper production. Until his recent retirement as production manager and member of the board of directors of *Newsday* (Long Island), he has been involved in practically every job in a newspaper shop. He was born in Ottawa in 1912 and was educated in New York City. He has worked on a score of newspapers, ranging from New York to northern Canada and the Midwest. At its inception in 1940, Mr. Woods was selected to join the staff of Newsday, subsequently moving up through the ranks from printer to production manager.

Mr. Woods has been instrumental in the development of many revolutionary systems and methods now in common use in the industry, the latest of which is the perfection of a complete process for "hot metal pasteup." He has served as a member of the American Newspaper Publishers Association Mechanical Committee.

Incidentally, Mr. Woods dedicates his book to his father, Milton Woods, printer.

New Processes

The functions, procedures, and techniques of each phase of newspaper production in perspective to the whole operation is presented in a graphic way. New processes and practices in typesetting, color printing, photocomposition and conversion to offset printing are described.

"The newspapers of America, now passing through a period of crisis, will see many changes in the next few years," writes Mr. Woods in his preface. "In the beginning the technology will change, and with the new technology will come changes in style, format, and coverage. Some inkling of what is in the wind can be seen in the conversion of many weekly newspapers to the offset printing method which opens a whole new field to the artist, the photographer, the journalist, and the publisher. This is only the beginning."

Crisis of Costs

In a chapter on "The Crisis of Costs — and the New Technology," Mr. Woods warns:

"The concentration on hardware as the means of halting the rise in costs is indirectly the result of the personnel paralysis afflicting the larger newspapers. The confusing, conflicting provisions contained in their many labor contracts have formed a straight-jacket which threatens to become a shroud. Unable to make any arbitrary moves to save themselves without tripping over some clause in one of the contracts, the publishers have naturally turned to a means of survival which does not call for decisions directly affecting the workman. Unfortunately, this leaves such a narrow field for action that it is not likely to affect the outcome."

The author reports that in addition to the effort to produce a newspaper by largely automatic means, there has been a heavy concentration on developing cost controls through the business office. He advocates a standard set of accounts for composing room costs so newspapers can make comparisons with a view to correcting those out of line.

Color Printing

The dust jacket blurb claims this is the first book of its kind in 25 years. In any event, it is an important and helpful one, dealing in detail with many vital developments and needs in every phase of newspaper production. For example, there is an informative and inspirational chapter on "Newspaper Color Printing," a growing and promising field.

Mr. Woods concludes his timely study on this challenging and encouraging note:

"This is a time of change. Anything can be made to happen by the coming generation of newspapermen who, we can expect, will approach their task better equipped in skill and knowledge than those who went before. There is reason to be optimistic about the outcome if the newcomers enter upon their careers as newspapermen with the dedication the profession deserves. Except for government, the newspaper in its best form is the most important and influential institution in our society. An enlightened American public can be the most potent force in the world. The press bears the major responsibility for informing; when the work of home and schools ends at the threshold of adult life, the task of informing and educating the public is principally in the hands of the journalist."

* * *

2 Books Planned

VANCOUVER, B. C.

Simma Holt has taken leave of absence from the *Vancouver Sun* to write a book on the Doukhobors, who once threatened her life for her reporting of their activities. She will write a second book on B. C.'s Death Row, including her experiences with a murderer who was found not guilty and later sought her out and confessed the crime.

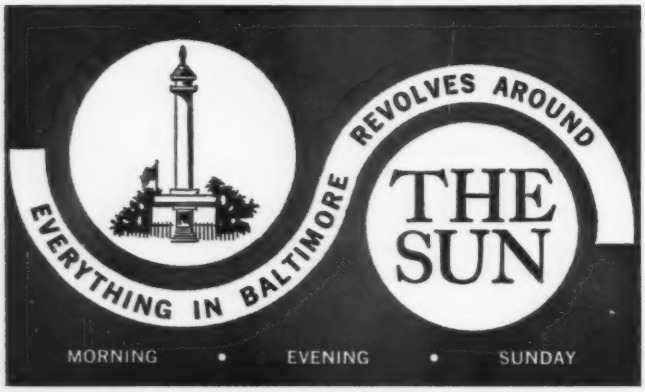
Books Of, By Or For Newsmen

The 1962 volume of "Public Papers of the President of the United States" was published July 11. The 1,020-page clothbound book may be ordered ($9) from the Superintendent of Documents, Government Printing Office, Washington 25, D. C. The volume includes transcripts of the President's news conferences, speeches, messages to Congress and other materials issued by the White House between Jan. 1 and Dec. 31, 1962. The book is the 12th in the "Public Papers" series covering the period beginning with the Truman Administration in 1945.

John W. Allen, who was born in a log cabin in Southern Illinois, and who to date has written 500 weekly columns entitled "It Happened in Southern Illinois" on local lore for newspapers of the region, is the author of "Legends & Lore of Southern Illinois" (Area Service Division, Southern Illinois University, Carbondale. Aug. 5. 404 pages. $3.85). The columns of Mr. Allen, formerly on the faculty of Southern Illinois University, are distributed free by the university as a regional service. Foreword to the book is by Irving Dilliard, famous retired newspaperman, who now lives at Collinswood, Ill.

James Benét, a member of the *San Francisco* (Calif.) *Chronicle* staff for 15 years, is the author of "A Guide To San Francisco and the Bay Region" (Random House. Aug. 6. 15 maps.) The author's San Francisco background includes a great-grandmother who ran a boarding house there in Gold Rush days. His father was the late poet and critic William Rose Benét, and his aunt is Kathleen Norris, grande dame of the city's literary world.

Margaret Banister, who formerly for 14 years served the press in the Office of Public Information at the Pentagon and who has lived in Charlottesville, Va., since her retirement in 1956, has written her first novel, "Tears Are For The Living" (Houghton Mifflin Co., Boston, Aug. 19. $5.95), which covers 100 years of life in Virginia from the surrender of Lee. Miss Banister is a niece of the late Senator Carter Glass of Virginia.



A FAIRCHILD EXCLUSIVE—

64 Keys on Every TTS Multiface Perforator!

And 64 keys is what you need for the full utilization of all the code combinations available in 6-channel tape.

MORE PRODUCTION — *Control is from the keyboard!* In addition to providing all the characters in the alphabet, the figures, points and spaces—the Teletypesetter® Multiface Perforator also codes thirteen separate functions into the tape, all from the touch system keyboard layout, with no stop in keyboarding rhythm. And the TTS® operator can accurately correct his own errors with the "rubout."

Keyboard-coded tape will automatically program linecasting machines to:

- assemble
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- quad
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- mix
- stop
- recast
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- place guide lines

Tape produced by Fairchild Perforators can also be used for transmission to other points, for producing hard copy from a page printer, and, through the TTS Selective Allotter, for the automatic selection of a matching linecasting machine setup. Add it up and you'll see why the Fairchild TTS Multiface Perforator is the fastest, most versatile yet designed for preparing tape for the automatic operation of linecasting machines. It's just one of the matched components in the TTS System for producing more type in less time.

If you don't have TTS, you are not getting the most out of your composing room operation. To find out how to lower costs and increase your production, mail the coupon today!

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CLASSIFIED CLINIC

London News Places Emphasis On Revenue

By Daniel L. Lionel
Classified Advertising Director New York Post

"Multiple insertions?" sniffed Harry R. Joseph, classified advertisement director, *London* (England) *Evening News* who paid us a courtesy call after attending the ANCAM Convention in Atlanta. "Seventy-five percent of our ads are one time orders," he said, "and we have no trouble satisfying the advertisers."

Mr. Joseph implied that his staff might almost find it embarrassing to suggest to an advertiser that more than a single insertion was necessary. The News rate card is consistent with this philosophy. The rates for single insertion and "series" insertions are the same . . . *high.*

Big Sales

With a circulation of 1,400,000 the Classified rates are pegged at $3.50 per line for help wanted, $3.15 for autos and $2.80 per line for most other categories. The News has a volume of 2½ to 3 million lines per year and revenue between $8½ and $9 million. With 75 people on the classified staff the sales cost comes to about 3½%.

With a sales cost at least one-third lower than the most efficient classified operations in this country and with emphasis on one time advertisements as opposed to the concept of volume and consistency on this side of the Atlantic, Mr. Joseph found much of the ANCAM goings irrelevant. He did find much of value, however, in various promotions exhibits and in personal discussions with the delegates.

Mr. Joseph, who started as an office boy on the Evening News in 1927 and has directed the classified department for five years, is proud of the fact that his paper's classified revenue is nearly double that of the two other evening newspapers in London. With newsprint prices high and promotion space in the paper severely restricted, the News utilizes billboards, bus posters and direct mail heavily. This attracts as many as 1,000 ads per day.

Wide Competition

With eight morning newspapers in addition to the evenings offering competition of a brand unknown to CAMS in this country, Mr. Joseph has devised a few selling devices which might be of interest. For example, each real estate representative is equiped with a polaroid camera. He shows the owner of a house the photograph and runs it in the paper the following day. One rate concession the News makes, which has attracted as many as 400 ads per week, has been half rate for cars older than 1956. These cars, Mr. Joseph says "are invariably sold before the end of the first day, providing the price is fair."

Before attending the ANCAM Conference, Mr. Joseph visited the *Los Angeles* (Calif.) *Times, San Francisco* (Calif.) *Examiner, San Francisco Chronicle* and *Washington* (D. C.) *Star.*

* * *

An extra one and one-half pages of classified per day for seven days can help pull almost any classified operation out of the doldrums in an otherwise slow month. Blanch Gates, CAM, *Monroe* (La.) *News-Star-World,* did it with a "Twin Cities Honor Roll — A Salute to The Leading Firms of the Twin Cities." Ranging from 1869, the earliest year of the founding of any advertiser's business to 1963 the feature classifies advertisers by the number of years they have been in business.

Of the 315 ads sold, 127 were contract advertisers who had to maintain their regular rate holder as usual. Eighty percent of the ads were sold by the phone room.

•

Daily Offers Bonus For 'Notable Work'

BOSTON

Seeking "originality, quality, clarity, and significance" in news handlings, photography, and editorials or cartoons, the *Boston Herald-Traveler* has inaugurated a monthly bonus plan.

Managing editors recommend, and final selections are made by Robert B. Choate, publisher. Winner of the first award was Herald Night City Editor Al Mello. He scored a beat on a local jail escape story that broke at 2 A.M. on a Sunday. Almost singlehanded, Mr. Mello handled the writing, heading, makeup and spotting of the story. He was given a $100 savings bond.

Calvin Campbell, Herald photographer, received $25 for a humorous photo of two sailors admiring a nude statue at the Boston Arts Festival. Frank Kelly, Traveler photographer, was awarded a similar amount for a shot of a berserk woman attacking a police officer with a knife.

•

Negotiating Merger

Negotiations are underway for a merger of the Messager Publishing Co., and the Central Maine Press, both of Lewiston, Me. The Messager firm publishes a French language newspaper, while Central prints several out-of-town newspapers. Both firms also do job printing.

"The only thing I REALLY miss is my NEA comics."
Advertisement

Theta Sigma Phi Plans Women's Page Seminar

CLEVELAND

Theta Sigma Phi, national organization for women in journalism, will conduct a seminar on women's pages Aug. 24-25 at the Pick-Carter Hotel here.

James G. Bellows, editor of the *New York Herald Tribune,* will deliver the keynote speech, "The Euphoria of Women and Women's Pages."

Reservations may be made with Jo Caldwell Meyer, Box 7519, University Station, Austin 12, Texas. Sessions will begin at 9 a.m. Saturday, Aug. 24, and continue until Sunday afternoon.

•

L.A. Times Classified Hits Summer Record

Los Angeles Times Classified set a summertime record July 14 with a 92-page special edition.

Called the "California First Midyear Opportunities Edition," the issue included 15,724 individual ads for a total of 213,284 net paid lines. This was approximately 65,000 lines more than appear on an average Sunday during the summer months, according to Frank W. Lester, classified advertising manager.

A color front page called attention to the edition, which was printed in seven sections.

Mr. Lester said that orders are coming in from all over the nation for the edition, with many requests accompanied by $1 to cover the cost of speeding the copy via air mail. Demand for copies is well above that for any recent edition.

The edition was heavily promoted through display ads, news boxes, in-paper order blanks, point-of-sale cards, and other media. In addition, the edition was advertised in the leading newspapers in 25 major cities in the U.S.

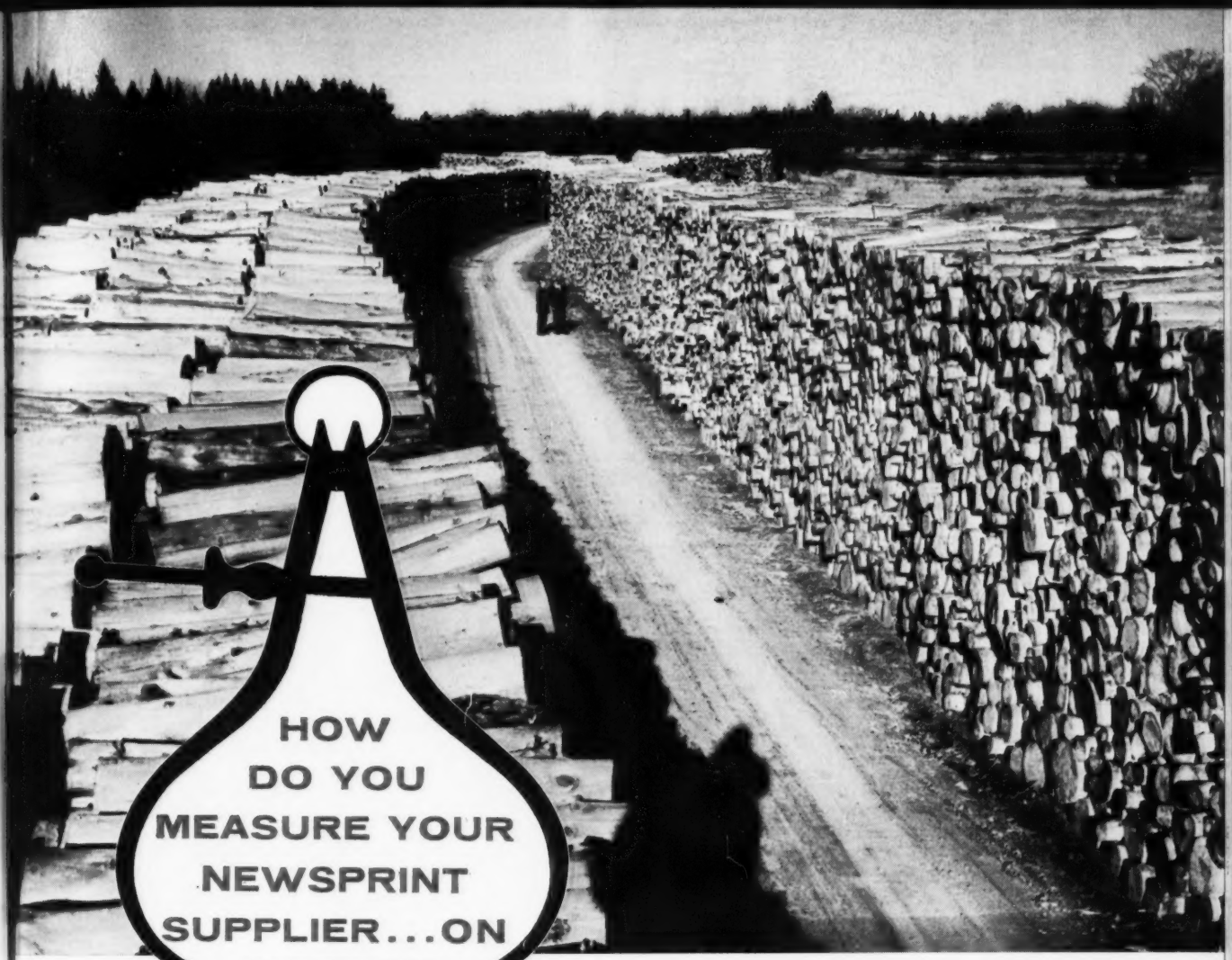
•

Reporters Participate In Writers' Institute

BURLINGTON, Vt.

Two members of the *Burlington Free Press* staff were participants in a two-day Writers' Institute held at the University of Vermont here.

Elizabeth Kirkness, who wrote most of the articles for the recent bicentennial edition of the Free Press, spoke on "Historical Feature Research and Writing." Robert Beaupre, special events editor of the Free Press, described the organization work needed in publishing a special edition.



Many thousands of cords of pulpwood are cut annually to feed the paper machines.

Dependable supply is just one of the many reasons why Great Northern — the leading *independent* U. S. producer of newsprint — is your best source for quality paper.

With Great Northern you have access to over 10 million acres of self-replenishing timberlands, 426 billion gallons of water and enough power to run a city of 500,000! Plenty of pulp, power and paper to supply your needs for centuries!

Great Northern
PAPER COMPANY

Mills in Maine Sales Offices: New York • Boston • Chicago • Cincinnati • Washington, D. C.

WHAT AUTOMATION IS TODAY ACHIEVING FOR AMERICA'S $600-MILLION CONCRETE MASONRY INDUSTRY

In the last ten years, the price of concrete masonry has remained stable, while the average price of all building materials has risen 88%. Increasing use of automation in the nation's 3,700 concrete masonry plants can be expected to further hold down costs—and improve quality . . . making concrete a "best buy" in building materials.

Today, a single automatic block machine can turn out 10,000 units in a normal working day. Handling, stacking and curing operations can be automated. And push-button control of the concrete mix assures a new accuracy and uniformity that produces masonry of the highest quality.

Once noted mainly for its utility, concrete masonry has become a new and exciting material. Shapes, sizes, colors and textures are almost unlimited. Last year, of all masonry used for walls, 70% was concrete masonry.

Contributing importantly to such advances in the use of concrete are 79 leading (and competing) cement companies who comprise the Portland Cement Association. Research findings and technical data are made readily available to the entire building industry through the Association's 35 nationwide field offices.

PORTLAND CEMENT ASSOCIATION

Headquarters: 33 West Grand Avenue, Chicago 10, Illinois

A national organization to improve and extend the uses of portland cement and concrete

FAIRCHILD news

Fairchild has opened a new Scandinavian news bureau in Copenhagen, located at St. Strandstraede 21. Dean Prichard has joined the company as head of the bureau, which will be responsible for all news coverage in Denmark, Norway, Sweden and Finland.

Dorothy L. Wallis, featured columnist for WWD, retired last week under the Fairchild pension plan. Mrs. Wallis has been associated with Fairchild in various capacities for many years and has been writing her daily column since January, 1948. Recently, she was appointed by Gov. Nelson A. Rockefeller as a member of the New York State Women's Advisory Council, a group which consists of the State's key women in business, industry and the professions, who serve as consultants without compensation to the women's program of the New York State Department of Commerce.

Joe M. Elson has joined Fairchild's Philadelphia bureau as a reporter covering Federal courts and the municipal beat. He replaces John Ryan, who retires on July 31 after having covered this beat for Fairchild Publications for more than 50 years.

For the first time in Oregon Fairchild history, a seminar for correspondents will be held Sunday, July 28, in Corvallis, a mid-point in the state. The program will be planned by Ralph Friedman, Portland bureau chief, and those attending will be William Galvin and Phoebe Friedman of Portland; Brenda Hood, Corvallis; Cleve Twitchell, Medford; Walter Fredericks, Eugene; Les Gilbert, West Coast news editor, Los Angeles.

The newest members of the Fairchild correspondents group, covering for all papers, are Ann Hult in Tucson, Ariz., and Larry Graebner in Columbia, Mo. Mr. Graebner is also city editor of the Columbia Daily Tribune.

FAIRCHILD Publications, Inc.

7 East 12th St., New York, N. Y.

Publishers of

Daily News Record, Women's Wear Daily, Home Furnishings Daily, Footwear News, Supermarket News, Drug News Weekly, Men's Wear, Electronic News, Books, Metalworking News, Directories.

PRESIDENT of the American Newspaper Women's Club in Washington is Mrs. Anne Denton Blair, public relations consultant, radio-tv specialist, member of the Denton newspaper family of Ohio.

4 UPI Appointments In Southern Division

Promotions and appointments involving United Press International bureaus in four states were announced July 15 by Wayne C. Sargent, UPI Southern Division Manager.

Charles E. Mahon, manager of the Richmond bureau since 1960, was named Atlanta bureau manager. Alfred McCormack, who has been Greensboro, N. C., manager for the past five years, goes to Richmond.

Jack Walsh, former UPI manager in Charlotte, N. C., and more recently a member of the staff of the *Charlotte Observer*, was named manager of the Nashville, Tenn., bureau. Edward McHale, of the Richmond staff, is now Greensboro manager.

* * *

HENRY GORDON—from *Cleveland* (O.) *Press* staff to the General Electric Co. publicity staff at Schenectady, N. Y.

* * *

GEOFFREY A. MACGIBBON, formerly Toronto bureau chief for the *Financial Times* of Canada — to McMaster University, Hamilton, as information officer.

* * *

C. SCOTT ROMBACH — from *Butler* (Pa.) *Eagle* to reporter, *Pittsburgh* (Pa.) *Press*.

* * *

ADOLPH BERNOTAS, reporter, has left the staff of the *Naugatuck* (Conn.) *Daily News*.

* * *

ELWOOD B. BIGELOW JR., sports writer and editor, *Portland* (Me.) *Press Herald* — transferred to the copy desk.

* * *

HARRY LAMSON, formerly on the staff of *Fairfield* (Idaho) *Camas County Courier*—named advertising manager of the *Hermiston* (Ore.) *Herald*.

personal

JOHN H. HEITZMAN, editor of the *University District Herald*, Seattle (Wash.) since 1922 — retired July 9.

* * *

PAUL R. CONRAD, former editor of the *Great Bend* (Kan.) *Daily Tribune* — appointed secretary-manager of the Allied Daily Newspapers of Washington, succeeding the late LEW SELVIDGE.

* * *

PRESTON TROWER, former circulation manager for the *Lima* (O.) *News* — appointed circulation manager of the *Colorado Springs* (Colo.) *Gazette-Telegraph*.

* * *

ROLLIE W. HARRIS, 17-year veteran of the *Billings* (Mont.) *Gazette* circulation staff—named circulation manager, succeeding E. C. AITCHISON, retired.

* * *

GILBERT GARDNER — from the *Hackensack* (N. J.) *Record*, to the staff of the *Union City* (N. J.) *Hudson Dispatch*, replacing TOM TOPOR — who joins the Record as copy editor.

* * *

JOE GAGEN, former valley reporter for the *Hackensack* (N. J.) *Record*—resigned to go to Dublin, Ire. for a broadcasting company. ELMER GAEDE, copy editor—resigned to return to Honolulu and PAUL BALLOT, copy editor — resigned.

* * *

CHARLES J. WELLNER, editor and general manager of the *Auburn* (N. Y.) *Citizen-Advertiser*—elected president of the New York State Society of Newspaper Editors.

* * *

ANTHONY THOMSON, a former city editor of the *Sandusky* (O.) *Register*—now in charge of Sandusky bureau of the *Cleveland Plain Dealer*.

* * *

DONALD J. WHITE — night state desk, *Hartford* (Conn.) *Times* — to chief, Times Rockville, Conn., bureau, succeeding KENNETH LIGHTCAP — resigned to go into New York public relations. SANFORD POLON, formerly on *New London* (Conn.) *Day* and more recently press representative for Connecticut State Senator Peter Mariani — to Times state desk man.

* * *

GERALDINE E. MCLAUGHLIN, editor of the *Springfield* (Vt.) *Reporter* — re-elected president of the Vermont Press Association.

Lindsay Newspapers Name Bauer Manager

SARASOTA, Fla.

George W. Bauer has been named general manager of Lindsay Newspapers Inc., and Donald L. Evans becomes business manager, it was announced this week by David Lindsay Jr., president.

Mr. Bauer has been advertising director and business manager the past 11 years and Mr. Evans has been comptroller for the past nine years.

Mr. Bauer was a member of the staff of the *Topeka State Journal* for 15 years. He spent two years as a national representative for 29 newspapers, maintaining an office in Kansas City and was associated with the Reynolds Newspapers in Oklahoma and Nevada for six years.

Mr. Evans is a native of London, England, coming to this country in 1941 where he trained at Arcadia as a member of the Royal Air Force. He served overseas with the RAF until 1946 and was honorably discharged as Squadron Leader.

Returning to the U.S. in 1947, he worked in public accounting in Detroit, Mich., prior to coming to Sarasota in February of 1948 as auditor for the Lindsay Newspapers.

He became comptroller in 1954 and was appointed to the board of directors in May, 1955. In December of that year he became treasurer.

* * *

MARGE LANGNESS, news editor of the *Milton-Freewater* (Ore.) *Valley Herald* for the past two years—new Lebanon bureau head for the *Albany* (Ore.) *Democrat-Herald*. She succeeds GUST S. AUGUST, now city editor of the Democrat-Herald.

* * *

JIM MARCH, *Woodland* (Calif.) *Daily Democrat* ad staffer—to advertising staff of *Roseburg* (Ore.) *News-Review*.

* * *

GEORGE CHRISTIAN, onetime sports editor of the *Temple* (Tex.) *Telegram*, later a political reporter for INS—now administrative assistant to Gov. John Connally of Texas. He was formerly press secretary to Gov. Price Daniel.

* * *

LEWIS C. FAY, Sunday editor of the *San Antonio* (Tex.) *Light* since 1949 — named assistant professor of Journalism at Texas Christian University.

mention

Meyer Heads Northeast Chapter Travel Writers

Robert E. Meyer Jr., travel editor, *New York World Telegram & Sun*, has been elected president of the Northeast Chapter of the Society of American Travel Writers.

Mr. Meyer succeeds Barney Loschever, travel editor, *New York Herald Tribune*. Other officers elected were Frances Shemanski, *New York Journal-American*, first vicepresident; Florence Lemowitz, *Hartford* (Conn.) *Times*, second vicepresident; Myron Clement, French Government Tourist Office, secretary; Ray Chanaud, Stephen Goerl Associates, treasurer.

* * *

HARRY R. HORVITZ, publisher of the *Journal* of Lorain (O.) and the *Mansfield* (O.) *News Journal* — named chairman of the Ohio State Community College Board.

* * *

SALLY ROSS, former reporter for the *Santa Fe New Mexican* — to managing editor of the *School Review*, monthly magazine of the New Mexico Education Association, replacing DAVID MILLER, who is on a leave of absence completing his studies for an M.A. at Northwestern University.

* * *

JOHN A. CZERWINSKI, advertising staff, *Stamford* (Conn.) *Advocate* — to advertising manager of the *Willimantic* (Conn.) *Chronicle*.

* * *

HENRY B. HOWARD — from *Greenville* (N. C.) *Daily Reflector* staff to East Carolina College as director of public relations.

* * *

WILLIAM E. CLAYTON JR.,— from Austin, Tex. bureau to manager of UPI bureau at Houston, replacing ALEX K. ADWAN—transferred to Oklahoma City.

* * *

LYNNE S. BILLINGS — from women's reporter of the *Winston-Salem* (N. C.) *Journal and Sentinel*, to women's reporter on the *Roanoke* (Va.) *Times*.

* * *

RAY SERATI — from Pierre, South Dakota bureau manager, UPI, to South Dakota UPI state manager. RONALD LARSEN — named UPI bureau manager for Sioux Falls, South Dakota.

* * *

ART PAUL — rejoined advertising staff of *Hobbs* (N. M.) *News-Sun*.

HOME BUILDER—Conoly Cullum, home editor of the *Dallas Times Herald*, receives congratulations of Dallas Mayor Earle Cabell and Market Center Board Chairman L. Storey Stemmans after being presented with Dallas Market Center's third annual award for outstanding contributions to the homefurnishings industry through a daily newspaper.

Oregon Publishers Elect Spraker

EUGENE, Ore.

Lawrence E. Spraker, an Oregon publisher for more than 35 years, is the new president of Oregon Newspaper Publishers Association. He succeeds Elmo Smith, former governor of Oregon who is publisher of the *Albany Democrat-Herald*.

Mr. Spraker has been publisher of the *Stayton Mail* since 1939 and prior to that was for 11 years publisher of the *Condon Globe-Times*.

Other officers are: Gerald T. Latham, *Medford Mail-Tribune*, vicepresident; Walter McKinney, *Hillsboro Argus*, treasurer; Carl Webb, Eugene, renamed secretary.

* * *

LLOYD LAPHAM, former Sacramento and Washington newspaperman—appointed state printer of California by Gov. Edmund Brown, succeeding PAUL GALLAGHER, retired.

* * *

WILLIAM J. CONNERS JR., publisher of the *Buffalo* (N. Y.) *Courier-Express* — reappointed member of the Council of the State University of Buffalo by Gov. Nelson A. Rockefeller.

* * *

LYNN BUCKINGHAM — rejoined *Farmington* (N. M.) *Daily Times* as reporter.

* * *

ROBERT DAVIS, formerly with the *Middletown* (Conn.) *Press* and *Brooklyn* (N. Y.) *Eagle* — to *Hartford* (Conn.) *Times*, Manchester bureau, replacing CRAIG MACKOWN — resigned to join city desk of the *Pittsburgh* (Pa.) *Post-Gazette*.

GORDON DAMON — from reporter, *New Britain* (Conn.) *Herald*, to *Hartford* (Conn.) *Times* night state desk as copy editor.

* * *

CHARLES LAFRENIERE, formerly with the *Norwich* (Conn.) *Bulletin* — named chief of *Hartford* (Conn.) *Times*, Danielson bureau, replacing AL MITKUS, resigned.

* * *

ED LEWIS — now city editor of *Roswell* (N. M.) *Record*. DON RIGGENBACH, HELENE LAGACCIA, and DARYL HALL — joined Record staff as reporters.

* * *

CAL WILSON — now on staff of *Carlsbad* (N. M.) *Current-Argus*.

* * *

D. DAVID DELAND — named sports editor of *Alamogordo* (N. M.) *Daily News*, succeeding BOB ALBANO, who is returning to the University of Missouri School of Journalism.

Foreign Reporting Fellows Appointed

Eight reporters and editors have been awarded fellowships in Columbia University's Advanced International Reporting Program for the 1963-64 academic year.

The program is administered by the University's Graduate School of Journalism and financed by a Ford Foundation grant to the University.

All eight Fellows will receive grants covering tuition and fees at Columbia and providing $4,400 for living expenses during the nine-month academic year.

The 1963-64 Fellows, who range in age from 29 to 40, are:

Scott Bryan Bruns, desk editor and reporter, Paris bureau of United Press International.

John Goshko, reporter, *Washington Post*.

Spyridon Granitsas, free lance writer specializing in coverage of the United Nations.

George Elliott III, reporter for the *Baltimore Sun* until December 1963, when he accepted an interim appointment as administrative assistant to the County Executive of Baltimore County.

Moises Sandoval, reporter, *Albuquerque Tribune*.

Ned Schnurman, producer-writer of news and public affairs shows for WNDT (Channel 13), New York City's educational TV station.

Gerson Yalowitz, reporter and editor, World Services Division of the Associated Press.

Howard M. Ziff, reporter and rewriteman, *Chicago Daily News*.

* * *

Father and Son

CLEVELAND

Robert Tidyman Jr., whose father is chief police reporter of the *Cleveland Plain Dealer*, has joined the paper as a copyboy.

"THOSE NINE MONTHS"

A Famous Doctor

Talks to Expectant Mothers

Six-part series by Dr. Virgil D. Damon, M.D.

for August release

The Register and Tribune Syndicate

DES MOINES, IOWA — 488 MADISON AVE., NEW YORK CITY

Advertising Linage Leaders First Five Months

(As Measured by Media Records, Inc.)

1963

Morning

Los Angeles Times	20,885,231
Miami Herald	18,296,414
Chicago Tribune	15,742,339
Washington Post	15,206,433
New Orleans Times-Picayune	12,920,609
Phoenix Republic	12,802,000
St. Petersburg Times	11,805,343
Orlando Sentinel	11,732,004
San Jose Mercury	11,486,570
Houston Post	11,079,680

Evening

Houston Chronicle	14,065,538
Milwaukee Journal	13,881,045
Montreal La Presse	13,816,418
L. I. Newsday-Nassau	13,270,468
Montreal Star	13,193,818
Phoenix Gazette	12,820,205
Detroit News	12,774,726
Washington Star	12,290,485
Toronto Star	12,192,161
L. I. Newsday-Suffolk	12,142,811

Sunday

Los Angeles Times	14,359,236
Chicago Tribune	8,380,085
Baltimore Sun	7,242,220
Miami Herald	7,151,867
Philadelphia Inquirer	7,118,929
Milwaukee Journal	6,995,166
Boston Globe	6,656,741
New York Times	6,414,377
Cincinnati Enquirer	6,147,413
Minneapolis Tribune	5,920,508

Six and Seven-Day Totals

Los Angeles Times MS	35,244,467
Miami Herald MS	25,448,281
Chicago Tribune MS	24,122,424
Milwaukee Journal ES	20,876,211
Washington Post MS	20,691,130
Houston Chronicle ES	19,662,168
Detroit News ES	18,312,327
Minneapolis Star & Tribune ES	17,824,573
Baltimore Sun ES	17,742,421
Phoenix Republic MS	17,490,683

1962

Morning

Los Angeles Times	22,672,958
Miami Herald	17,943,068
Chicago Tribune	15,322,010
Washington Post	14,605,486
New Orleans Times-Picayune	12,952,486
New York Times	12,944,429
Phoenix Republic	12,533,783
Cleveland Plain Dealer	12,135,600
San Jose Mercury	11,066,535
Orlando Sentinel	11,047,550

Evening

Milwaukee Journal	14,851,671
Cleveland Press and News	14,030,302
Montreal Star	13,404,800
Houston Chronicle	13,093,716
Montreal La Presse	12,965,173
Washington Star	12,689,221
Phoenix Gazette	12,568,362
Toronto Star	12,489,653
Denver Post	11,654,471
Dallas Times-Herald	11,563,805

Sunday

Los Angeles Times	15,352,379
New York Times	14,471,083
Chicago Tribune	8,110,512
New York News	7,988,691
Cleveland Plain Dealer	7,458,138
Milwaukee Journal	7,331,041
Philadelphia Inquirer	6,985,328
Baltimore Sun	6,974,076
Miami Herald	6,749,956
Boston Globe	6,404,158

Six and Seven-Day Totals

Los Angeles Times MS	38,025,337
New York Times MS	27,415,512
Miami Herald MS	24,693,024
Chicago Tribune MS	23,432,522
Milwaukee Journal ES	22,182,712
Washington Post MS	19,895,074
Cleveland Plain Dealer MS	19,593,738
Houston Chronicle ES	18,285,668
Phoenix Republic MS	17,707,061
Baltimore Sun ES	17,672,643

Libel Sleuth Dies

VANCOUVER, B. C.

Rae Anderson, 46, legal consultant on the staff of the *Vancouver Sun*, died recently. His main duty was to see that news stories did not place the paper in a libelous position.

* * *

HARRY B. ROBERTSON, 79, retired editor of an Illinois Central Railroad publication and a former United Press correspondent; July 9.

* * *

MILLARD S. BULLERDICK, 74, former publisher of weekly newspapers in Choteau and St. Ignatius, Mont; July 9.

Circulator Killed, Reporter Injured

COLORADO SPRINGS, Colo.

Hollings C. Renton Jr., circulation manager of the *Colorado Springs Gazette Telegraph*, was killed July 17 in a jeep accident two miles east of Wetmore on Colorado Highway 96.

Ray Herst, a Gazette Telegraph reporter and a passenger in the jeep driven by Mr. Renton, was taken to St. Joseph's Hospital in Florence with several broken ribs, possible back and internal injuries. His condition was listed as "fair."

The two men were returning from a meeting with the Pikes Peak Range Riders, a group which rides horseback through the area each year to publicize the Pikes Peak or Bust Rodeo. Mr. Renton had been delivering issues of the paper to the riders, and Mr. Herst was covering the jaunt.

Mr. Renton was killed instantly. A motorist spotted the jeep's headlights down the embankment over which it had plunged and called the highway patrol.

Mr. Renton was named circulation manager in March, 1961, following 20 years service in the U. S. Army. Mr. Herst, a staff member of the Gazette Telegraph since January this year, is a native of Pittsburgh, Pa.

* * *

Obituary

GEORGE V. ALLEN, 79, retired publisher of the old *Los Angeles News;* July 16.

* * *

HAROLD E. BLOOM, 53, former reporter for the *Washington* (D. C.) *Post* and *Baltimore Sun* and more recently publisher and executive vicepresident of Cantor Publications, New York City; July 17.

* * *

MARTIN SOMMERS, 63, retired foreign editor of the *Saturday Evening Post;* July 18.

* * *

CHARLES M. EGAN, 65, retired sports editor of the *Washington* (D. C.) *Evening Star* and former UP employe; July 21.

* * *

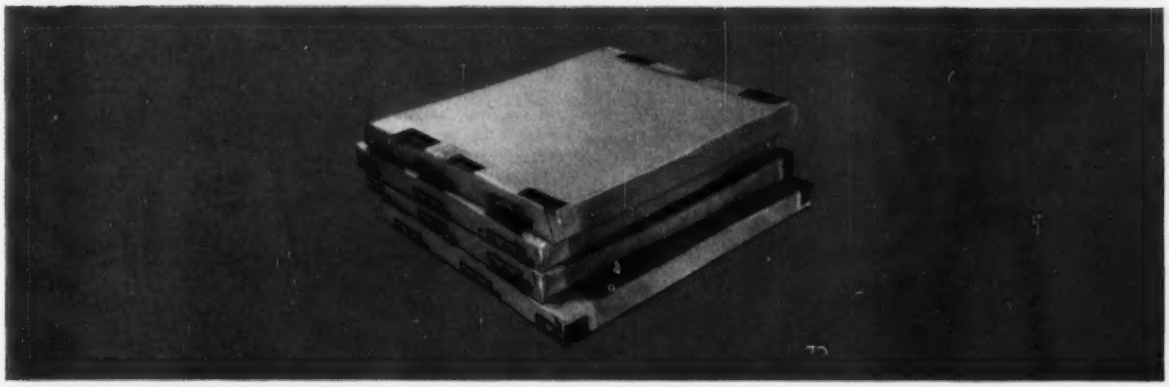
ROBERT B. CROSSLAND, longtime copy editor of the *Birmingham* (Ala.) *News;* July 19.

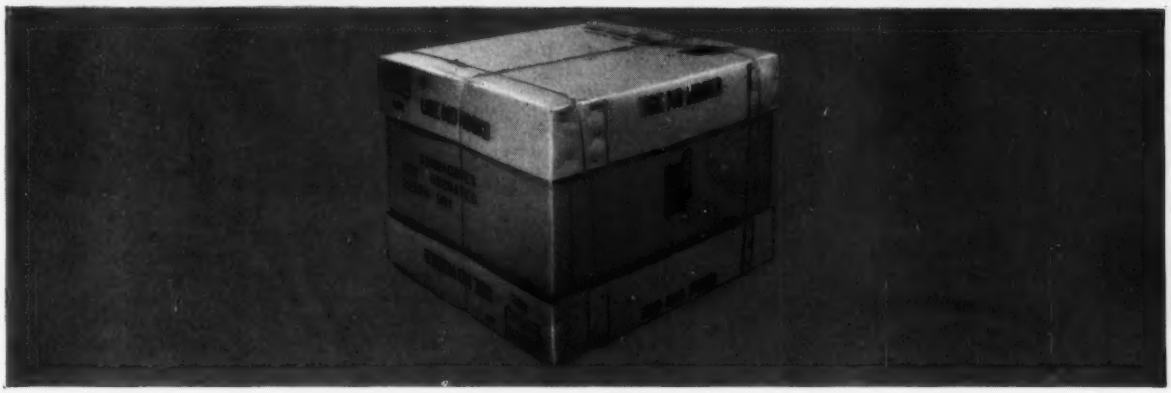
* * *

JOHN THOMAS LA FOND, 85, dean of Idaho newspaper editors and former publisher of the *Caldwell* (Idaho) *News-Tribune;* July 12.

* * *

J. LACEY REYNOLDS, 53, former Washington correspondent for the *Nashville Tennessean* and one-time chief of the Washington bureau for the *Toledo* (O.) *Blade* and the *Pittsburgh* (Pa.) *Post-Gazette;* July 15.





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The Weekly Editor

EX-FUNERAL DIRECTOR

By Allen M. Widem

STAFFORD SPRINGS, Conn.

Just about a year ago — on Mar. 8, 1962—a former funeral director, Richard Y. Browne, turned to weekly newspaper publishing, with his *Area Digest*. The ensuing experience has provided a resoundingly effective bit of coverage in this northeastern Connecticut region.

Mr. Browne, a realist, was well aware of the many, nonspectacular failures of such enterprises in their early days and made no announcement to the trade.

Now, with the first year behind him — and a circulation approaching the 3,000 mark — he's ready and willing to crow.

The Area Digest, a weekly offset tabloid, runs eight to 12 pages an issue. Page size is 10½ X 15.

Composition and paste-ups are handled in The Area Digest's own building, the former Stafford Springs railroad station acquired by Mr. Browne from the Central Vermont Railway Inc. in December, 1961.

At the moment, printing is done in Springfield, on web offset.

The paper, in truth, is a newsy, highly-editorialized hodge-podge best characterized as reflecting Mr. Browne's own enthusiasm for Connecticut politics and people.

The flexibilities of offset enable him to take his own pictures of area activity—whether it be a rehearsal for a church show, a council meeting or a ribbon-cutting ceremony in a sumptuous supermarket.

Through use of a Polaroid camera, little time is lost in film processing.

Mr. Browne is assisted by his wife, E'lise who is also a licensed embalmer and funeral director, and his son, Richard II. E'lise serves as business manager, Richard II as circulation supervisor. Mr. Browne holds down dual capacity of editor and publisher.

From all appearances, the one-time funeral director is meeting the considerable challenge of

Richard Y. Browne

turning out a successful weekly.

In October, 1962, his Post Office statement declared a 2,642 circulation.

Mr. Browne now claims 3,000 and is promisingly projecting 5,000 for next Fall.

He told E&P that he has 80 percent mailed subscriptions. Moreover he has never sent out a subscription bill.

Price is $4 a year, or 10 cents a copy.

•

Weekly Sales

SUMNER, Wash.

The 63-year-old *Sumner News Index* has been sold by Mr. and Mrs. Edward P. Andrews, publishers since 1943, to Don E. Smith, who has been publisher of papers in Colorado and Idaho.

* * *

INDEPENDENCE, Ore.

James Irvine, reporter for the *Portland Oregon Journal* for seven years, has purchased the *Independence Enterprise* and commercial printing plant from Dean Leonard, publisher since 1958. Mr. Irvine had been assistant sales manager of Bauman Lumber company in Lebanon the past three years.

•

YUCAIPA, Calif.

Ed-E. Herwig, former assistant press secretary to Governor Goodwin J. Knight of California, and Mrs. Edna M. Herwig, have purchased the *Yucaipa News-Mirror*, a weekly, from William L. Newton, who has operated the paper for nine years. For three years previously Mr. and Mrs. Herwig published the *Sierra Madre* (Calif.) *News*.

•

ANTHONY, N. M.

Barney Dial, former publisher of the weekly *Eunice* (N. M.) *Star* and recently with the *Casa Grande* (Ariz.) *Dispatch*, has purchased the weekly *Valley News* here from Hubert Heath and Paul K. Avey.

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THURSDATA

NEW TITLES — Parker E. Yates has moved up from general manager to managing editor of the *White Plains* (N.Y.) *Herald of Westchester* following the death of J. Spencer Gray, editor and publisher March 14. Lee Gray, son of the late publisher, has assumed the post of publisher. Mr. Yates was advertising director for eight years. John Frango is writing a sports column and Mr. Yates is writing a business column . . . H. Seely Thomas has moved up from advertising manager to general manager of the *Flemington* (N.J.) *Hunterdon County Democrat* following the death of D. Howard Moreau, editor-publisher, on June 7. Mr.. Thomas has been with the weekly 10 years in various capacities. He is the son-in-law of the late Mr. Moreau. J. H. Prescott moves up to executive editor. Jackson Alleger, with the weekly 15 years, has been named production manager.

* * *

NEW BUILDINGS — The twice-weekly *Shelby* (N. C.) *Cleveland Times* will move into a new building this summer. The exterior will be faced with granolux, a chipped marble, in sand color. Announcement of the move coincides with the 22nd anniversary of the Times . . . Construction has started on a modern building to house Press Printing Company Inc., publishers of the twice-weekly *Albermarle* (N. C.) *Stanly News* and *Press*. It will be an air-conditioned, one-story "L" shaped structure. There will be a drive-in window for the convenience of those wishing to transact business without leaving their cars.

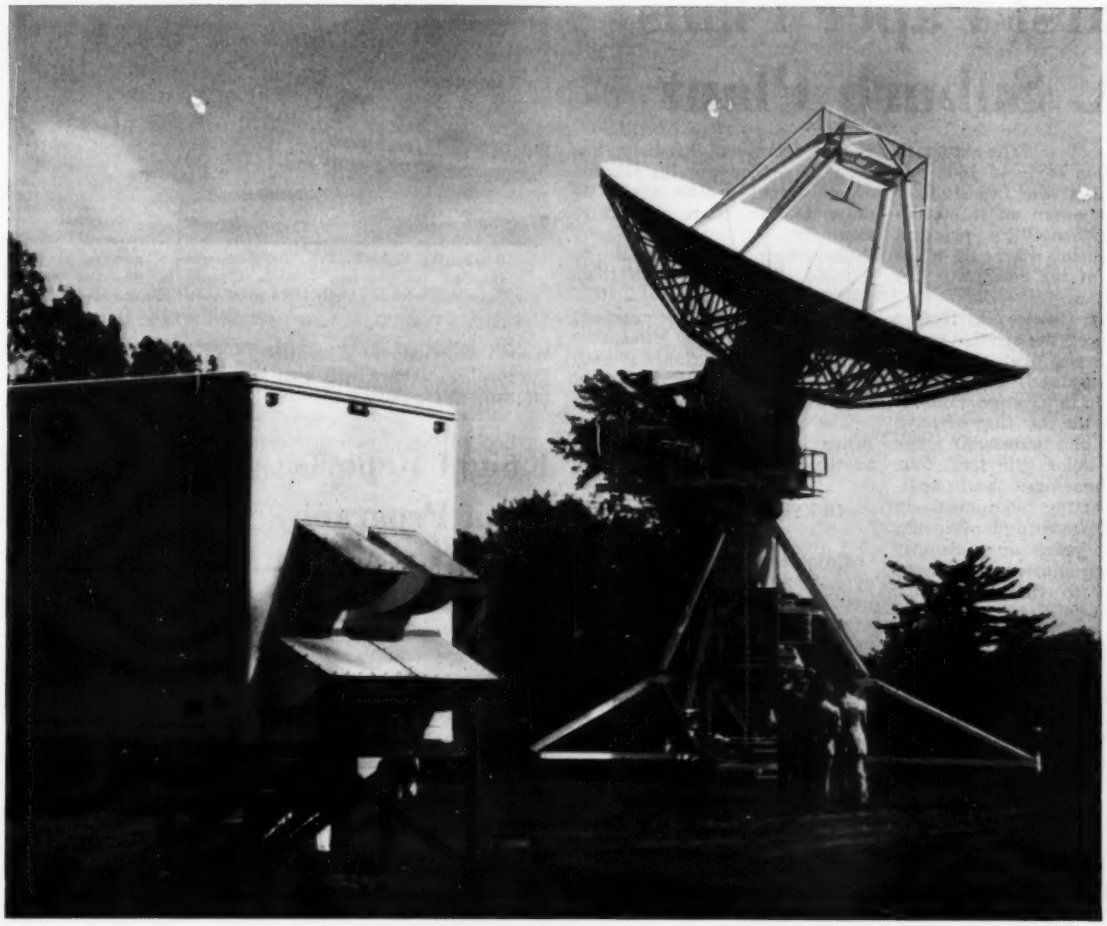
•

Wisconsin Weekly Builds Scholar Fund

OCONOMOWOC, Wis.

Twenty scholarships totaling $8,700 were awarded recently by the Oconomowoc Scholarship Fund, a non-profit organization started 16 years ago under the sponsorship of the *Oconomowoc Enterprise*, a weekly newspaper. A total of 117 scholarships valued in excess of $78,000 have been awarded by the fund during the past 16 years.

All funds disbursed by the Oconomowoc Scholarship Fund are contributed by voluntary donors. The only solicitation is made through the news and editorial columns of the Enterprise.



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This new universal ground station—the first of its kind—is a complete, self-contained terminal for transmissions to and from satellites. First used in intercontinental voice transmission with NASA's Project Relay, minor adaptions will permit the equipment to work with other communications satellites yet to come. Installed in Brazil, it has already been responsible for the first link through space between the two Americas!

ITT is active in virtually every area of the U. S. space effort —from ground control to the production of complete satellites . . . from the development of tiny components to the management of missile ranges thousands of miles long. It's a natural role for the world's largest international supplier of electronics and telecommunications.

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Hearst Paper Plans L. A. Suburb Plant

LOS ANGELES

Completion early in 1964 has been promised the *Los Angeles Herald-Examiner* on a 50,000-square-foot satellite printing plant at Buena Park, 25 miles southwest of the downtown Los Angeles plant.

Publisher George R. Hearst Jr. announced the acquisition of a 2½ acre site near the Santa Ana Freeway and not far from Disneyland, in Orange County.

"Despite the fact that we have installed eight additional press units, five color cylinders, four stacking machines and additional inserting equipment in our main downtown plant during the past year, our steadily mounting circulation has pressed production to the maximum," Mr. Hearst said.

"Buena Park was selected as an ideal centrally-located distribution center because it has easy access to the freeways and is served by a railroad spur track. Our new plant will relieve the production pressure at our main downtown presses and result in faster distribution of papers to our entire circulation area."

Mr. Hearst indicated this will be the first of several satellite plants. The building will be constructed to provide for future growth and will house 11 press units, two folders and six color cylinders, plus supplementary printing equipment. It will also include a fully equipped mail room, with space for the circulation department and storage and distribution of the Sunday Herald-Examiner. Provision has been made for the installation of additional presses up to 36 units to take care of future expansion.

Stereotype plates will be trucked from the downtown plant to Buena Park.

Some of the press equipment is coming from the *Milwaukee Sentinel* and the balance is new, all compatible with equipment in the main plant.

The building was designed by Stiles and Robert Clements, architects and engineers.

* * *

OFFSET DAILY GROWS

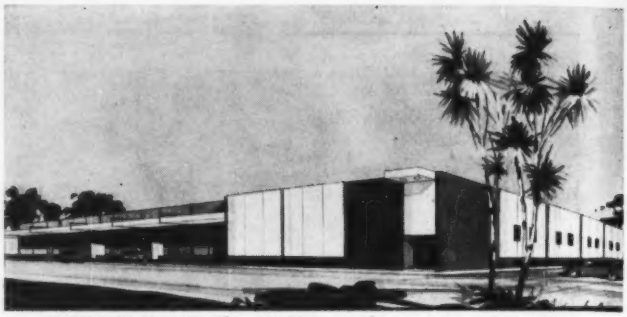
MIDDLETOWN, N. Y.

Enjoying a circulation gain of 3,500 in the past year—to a new high of 28,700—the *Middletown Times Herald-Record* has begun a building expansion program that will cost $800,000.

The paper's six-year-old plant at 151 North Street will be abandoned when the new building is constructed in Middletown's urban renewal area. The building, with 22,000 square feet of floor space, will cost approximately $225,000.

James H. Ottaway, president of Orange County Publications, publisher of the daily tabloid, announced that an order has been placed for a new three-unit offset press designed and built by George Hantscho Company, the same firm that supplied the original offset press when the Record was established a few years ago.

The new press, with a capacity of 96 tabloid pages on a single run at the rate of 25,000 an hour, will have a folder and automatic paster designed by the Walter Scott Division of the Wood Newspaper Machinery Corporation. There will also be facilities for printing color.



SATELLITE PLANT—This 50,000-square-foot printing plant will be constructed in suburban Orange County by the Los Angeles Herald-Examiner, with a potential 36 press units, to expand production in Southern California.

•

Knight Reports Plant Program Of $40 Million

AKRON, O.

John S. Knight told shareholders and officers of Knight Newspapers at their annual meeting here last week that all divisions of Knight Newspapers Inc. operated at good profit levels in the past year.

"Production and operational costs continue to rise, but thus far, we have been able to offset these increases with a steadily growing sales volume," he said.

Mr. Knight said liberal depreciation schedules and investment credits allowed by the Federal Government have been helpful in the group's period of expansion. "Nevertheless, higher taxes at state and local levels subtract substantially from these savings," he added.

"In April," he reported, "we dedicated the new home of the *Miami Herald.* Competition of this ultra-modern newspaper plant, together with recent capital improvements in Akron, Charlotte and Detroit, represent a $40 million investment in buildings and machinery."

All officers and directors of Knight Newspapers and affiliated organizations were reelected.

•

Cuba Denounced

The Inter American Press Association denounced this week the fact that the Cuban government is sponsoring a so-called Congress of Free Journalists while it keeps 20 journalists in prison for defending freedom of the press. A resolution adopted by the IAPA executive committee requested the release of the journalists.

2-Week Course Set For Offset Workers

HUNTSVILLE, Tex.

The Southwest School of Printing, a division of Sam Houston State Teachers College, is offering two supervisory seminars on offset production Aug. 3 and 17, and a two-week Justowriter operator training course running from Aug. 5 through 16.

The seminars will include techniques of Justowriter operation plus other cold type reproduction methods, including negative and halftone reproduction, paste-up, lay-out, stripping and platemaking. Instruction will also be given in the two-week course on the use of the Kevio Camera to produce copy, live and halftone negatives, layout and stripping of forms.

Wesley Wheeler, director of the printing school, said the training is being offered through cooperations of Emmett Goodale, district representative of Friden Inc. Sam Houston is one of two schools offering courses of this type. The other is the Rochester Institute of Technology.

•

Stockton Record Expands Service

STOCKTON, Calif.

Establishment of a fourth office news bureau with Teletype relay facilities direct into the *Stockton Record* is announced here.

The new office is at Manteca with Richard Rasmusson in charge. Formerly with Associated Press at Fargo, N. D., Mr. Rasmusson is the first full-time head of the Manteca office.

Mrs. June Lund, part-time correspondent, has become assistant and will handle social and women's news. Charles Baxter continues to direct circulation and advertising. Eron Grisham remains as sports correspondent.

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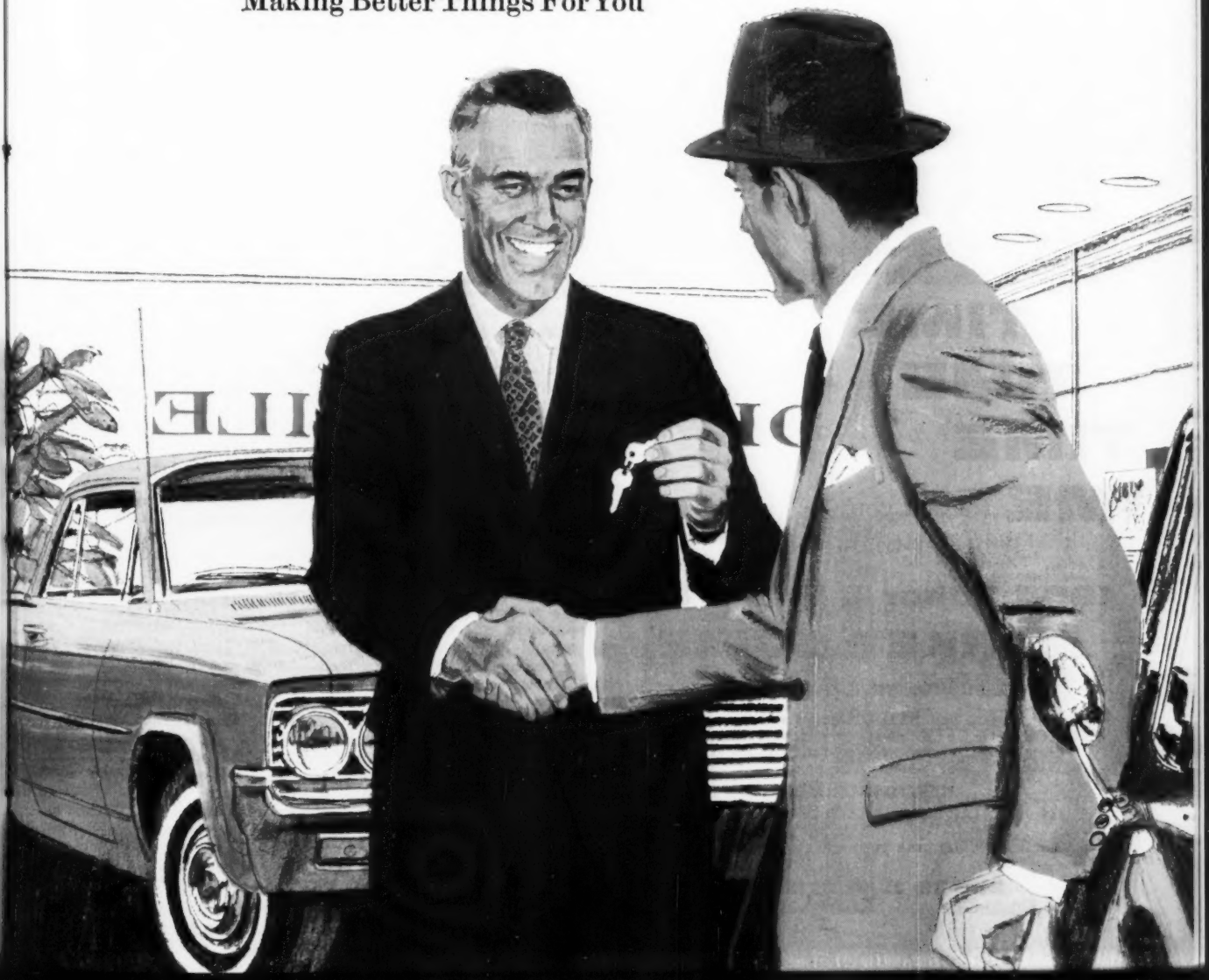

Bill Crawford

(*Continued from page* 15)

president of the National Cartoonists' Society (1960-61), and was voted by them as "Editorial Cartoonist of the Year" three straight times. His work has been widely reprinted in newspapers and magazines and he's illustrated numerous stories for the *Saturday Evening Post, Life, Fortune* and the *New Yorker.*

Crawford is also a portrait sculptor, prize-winning archer, chess player, viola player and lecturer.

Winning the top award in a Cleveland, Ohio, high school cartoon contest sent him on to Ohio State and a Fine Arts degree. At Ohio State, he was art editor of the *Sun Dial,* the college comic magazine.

Crawford did post-graduate work in Fine Arts in Paris and North Africa then became sports cartoonist for the *Newark* (N. J.) *News.* He later became editorial cartoonist of the News and remained there for 20 years before joining NEA early last year.

When he came to NEA, Crawford was quoted as saying: "What I hope to do is create cartoons that are either funny, sad, dramatic or sting the living daylights out of someone or something. I want to keep them on a subject that everyone is interested in and somehow try to give them a treatment no one has ever thought of before."

His final words to the ANPA serve to aptly conclude this four-part E&P look at the *New Wave* and the "New Cartoon":

"As a member of the National Cartoonists Society I know many of the men in this business and can honestly say they respect their jobs and the great tradition of the editorial page cartoon. A large group of these men are backing away from the old format. Of course, we don't expect to ring the bell everyday in that lovely tomorrow of the 'New Cartoon,' but a change in emphasis will certainly help.

"We are all working to produce more interesting newspapers and to you editors and publishers I'll say on behalf of my colleagues—we need your understanding and help."

•

Facts About L.A.

CLEVELAND

Miss Mary Hirschfeld, veteran Latin American writer of the *Cleveland Plain Dealer,* who is on another visit to Mexico, has started a column Sundays answering questions of readers about Latin America.

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Hard Hittin' Sports Writer Enters Ring, Wins With KO

PHILADELPHIA

It hasn't been unusual in the past for professional prizefighters to enter the sportswriting field via bylined stories prior to their big bouts. The *Philadelphia Daily News'* Jack McKinney pulled a switch recently when he turned pro boxer at 33. And won his first bout by a knockout.

This backs up, one of his colleagues wrote, what this newspaper has been saying for years: "The Daily News has the hardest hitting sports staff in creation."

Mr. McKinney, boxing writer for the Daily News, at one time served as opera and music critic under his full and more dignified name, J. Cartin McKinney. A series of articles by Mr. McKinney a few years ago in which he described his reactions to lion taming, race driving, scuba diving, marathon swimming and sparring with Sonny Liston gained him some measure of recognition as "Fearless Jack."

Mr. McKinney, over the maximum age for novice professionals in Pennsylvania, went to Painesville, Ohio, for his successful debut in the professional ranks. At 167 pounds, he is just 2 pounds over his weight as a successful amateur a decade ago.

"Okay, why did I do it?" Mr. McKinney asked later in his column in the Daily News.

Mr. McKinney, who works out in the gym with top-flight local boxers daily and keeps in condition with diet and roadwork, took the bout primarily for fun, he stated, but it was also at the urging of fighter Georgei Benton.

"He asked me 'Hey, man, why don't you take a four rounder sometime and write what it's really like?' " Jack related.

Although his training and associations have enabled him to write boxing from the view of the working pug, a few four rounders will give him a background that no other boxing writer has, Mr. McKinney feels.

In writing of the events leading to the one-round knockout, Mr. McKinney, who travelled with two other prelim fighters, painted an accurate picture of the trip to Painesville and the shabby working conditions of the small time pug.

Mr. McKinney, who has been nicknamed "Bobo" by his friend and sparring mate, Sonny Liston, will continue for a few more fights if his winning streak holds out. This despite the lack of encouragement for the new career voiced by his attractive wife, Doris.

A grand climax to his career will be having Sonny Liston appear in his corner carrying his water bucket and with "Bobo McKinney" emblazoned on his sweatshirt.

•

8 from AP Write Racial Crisis Series

Eight Associated Press reporters fanned out from New York recently to take a look at the racial crisis. They wrote a series totalling 17,000 words.

Garven Hudgins, supervising editor of AP Newsfeatures, said the project was designed as a comprehensive look at the dimensions of America's racial crisis and its possible future course.

Three of the chapters were produced by Relman Morin, on what it's like to be a Southerner today, the base of the white man's resistance to integration and the speed and profundity of changes.

Junius Griffin, New York bureau staffer, wrote of the new militancy of the Negro and what it's like to be an American Negro in the North and the South.

Bernard Gavzer assessed how close we are to possible explosion.

Others who participated in the series, which will run in Sunday and PM papers from July 28 through August 11, are: George Cornell, religious writer; Tom Henshaw, Jules Loh, Sid Moody and Max Harrelson, chief United Nations Correspondent.

•

Mental Health Award

HARTFORD, Conn.

The *Hartford Courant* and one of its reporters were given an award for "outstanding service and accomplishment in the fight against mental illness" July 17 by the Greater Hartford Association for Mental Health. Thomas F. Walsh, medical reporter for the Courant, won the award for articles published last January on the problem of staff shortages and conditions at the Children's Unit of Connecticut Valley Hospital, Middletown.

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Years With Bennett Exciting, Fabulous

By Marshall Peck

Back in 1900, Albert Stevens Crockett gathered up his courage and sent a pithy note to the newspaper on which he had set his sights some years before:

"Have you a place on the *Herald* for a man who is willing to work?"

Back came an even briefer answer from the city editor:

"Come over and see me on Saturday."

The exchange launched Mr. Crockett on a ten year tour of duty with the New York Herald, most of it in Europe. Although he worked with other newspapers before and after the Herald, it is this period of his career that Mr. Crockett remembers as the most exciting, the most fabulous years of all.

First Dream

Mr. Crockett was a young boy on Solomons Island, on the Patuxent River, in Maryland, when he first had dreams about working as a journalist for the Herald. A teacher told his class how the Herald had sent a wire — "Find Livingston" — to a correspondent Henry Stanley, and the adventure evoked Mr. Crockett's imagination. Someday, he hoped to receive a cable like that.

Mr. Crockett, a young 90 only recently recalls his turn-of-the-century newspaper career with clarity.

"I never did get a 'Find Livingston' cable," he told an interviewer, "but I got almost every other kind." The cables came from James Gordon Bennett the younger, who, although he ranged the world in his yacht, never seemed to have his eyes off the Herald's operations that were unfolding in New York and on the continent.

Paradise and Hell

"It was living in paradise, with bits of hell thrown in," says Mr. Crockett of his Herald days.

For instance, what would a modern day foreign correspondent think if he got a cable as follows:

"Have you ever visited the Riviera? If not, how would you like to go to Monte Carlo, where you might get an idea of the life of the place, and at the same time interview some persons I have in mind."

Or this?

"Have seen recent cable letters congratulate you upon them am forwarding cheque hundred pounds as mark of appreciation."

But Mr. Bennett also often tossed brickbats:

"Consider you hounding Vanderbilt to earth as worst possible type of yellow journalism."

The latter cable was occasioned by Mr. Crockett's zeal in pursuing William K. Vanderbilt and his bride on their arrival in Paris from London, and discovering where they had gone to spend their honeymoon. It was the day of horse-cabs and Mr. Crockett, knowing that Mr. Vanderbilt would have a car waiting at the Gare du Nord, appealed to a young American lady who had an automobile to help him. There were only two automobiles at the station. Mr. Vanderbilt and his bride were swept away in one; Mr. Crockett and his companion followed at some distance in the other. He traced Mr. Vanderbilt to his destination, and then went out for a champagne dinner with the young lady. Later, back at the office (the lead story of Mr. Vanderbilt's marriage had come from London), he was persuaded to write a sidebar on his exploit. It also appeared on page one, much to Mr. Bennett's displeasure.

The incident led to Crockett being sent back to London where, as Mr. Crockett says, "the Commodore (as Mr. Bennett was always called) told me I would have less occasion for such colorful reportorial enterprise."

Not long after the Vanderbilt story, Mr. Crockett was summoned by the Commodore to visit him at the latter's villa in Beaulieu, on the Riviera.

Bad Omen

When he arrived, he found that a big dinner party was shaping up. And, of all things, he discovered that he was to sit at the head of the table. As it turned out, this was a bad omen.

Mr. Bennett, in the midst of dinner, announced that Mr. Crockett, at the head of the table, was, in effect, sitting in a prisoner's dock — that he was on trial. Then he proceeded to upbraid Mr. Crockett and complain to the guests of what he had done.

"I have found him guilty," Mr. Bennett told the others. Mr. Crockett remembers that two or three of those present defended him after he explained he had written the story on orders. But "the judge" — Mr. Bennett — only listened gravely and then gave Mr. Crockett his London orders.

Mr. Crockett later wrote a book on his experiences with the Herald. It was titled: "When James Gordon Bennett was Caliph of Bagdad." (Published by Funk & Wagnalls Co. in 1926.) For to Mr. Crockett, his work for the Herald was indeed a boyish dream come true, or 'Bagdad,' a symbol of the rich, romantic unattainable; and Mr. Bennett was the 'Caliph' who ruled this kingdom.

Working for Mr. Bennett was indeed often paradise: correspondents were expected to live it up a bit and expense accounts were geared to stopovers at the best European hotels, random financial gifts were showered down by Mr. Bennett to supplement the small salaries; also, most of the cables were the kind a foreign correspondent likes to get: "After having arranged for a correspondent in Jamaica would you mind running over to Caracas?"

The Other Side

There was the other side, too: Mr. Bennett was arbitary in his demands, unyielding about his one-man-rule eccentricities; when a famous diva ran away with a musician in a Paris episode, Mr. Bennett, trying to consider any extenuating circumstances, ordered Mr. Crockett and two others to write an editorial to that effect. "I did it," Mr. Crockett says, "because none of us could explain or tell him the facts of the matter. He wouldn't listen once he'd made his mind up. Anyway, it was a lot of connected words that didn't say anything."

"Matter of fact, that's why I left him," Mr. Crockett adds. "You couldn't say 'no' to him, and I got tired of being a yes man. I've never been a yes man since. I've been a rebel."

Mr. Crockett worked with the Herald from March, 1900, to June, 1909. During most of this time he was in England or on the continent. He visited the major European spas and stayed at all the big hotels, and made it a point to look like he belonged.

"A very brief acquaintance with the ways of London established the fact that an American correspondent could not go about doing his work in an ordinary lounge suit," Mr. Crockett wrote in "Caliph of Bagdad."

Besides putting on what Mr. Crockett described as "a bold front, assisted by a top-hat and long-tailed coat," being a foreign correspondent demanded the ability to expertise on society, the theater, politics, sporting events.

Most Important

Mr. Crockett considers that the most important story he ever wrote was an exposure of peonage in the Philippines. The story was published in the New York Times in 1913, and he says that it was widely-quoted and an important factor in causing Congress that year to block an independence bill for the Philippines. Mr. Crockett thought such action would have been premature, and believed his story led to the formulation of a firmer basis for Philippine freedom. He had gone to the Philippines on a free-lance basis and he remembers that he was paid $50 for his story and $9 for his pictures, which covered a page and a half in a Sunday section. His expenses had been far greater of course.

"That's why I got out of newspaper work," he says. "I decided I wasn't a success."

Mr. Crockett later worked as publicity director for the old Waldrof Hotel and carried on as an editor and writer. He resides at the Overseas Press Club, and gets about although his sight has almost failed. He listens to book recordings and still works away, dictating stories into a tape recorder. He is quite pround that he has sold two articles in the last year.

AUSTRALIA'S

Expanding Wealth Offers Opportunities

Investigate the developments that are taking place — Increased population, Industrial development, high standard of living, and the mounting successes of over 800 U. S. companies that are operating and have $500,000,000 invested in Australia.

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ISN'T ARBITRATION BETTER THAN A NATION-WIDE RAIL STRIKE?

When two people find it impossible to agree, they frequently leave the decision up to a third party. This is arbitration.

Arbitration, we believe, is the only way left to head off a crippling nation-wide rail strike. The railroads have repeatedly said they are willing to leave the decision in the work rules dispute to an impartial third party. The rail unions have consistently refused to trust their case to such impartial analysis and decision.

The only remaining solution appears to be action by Congress requiring both parties to submit to arbitration.

WHAT'S WRONG WITH THIS? WHAT COULD BE FAIRER?

The public overwhelmingly favors arbitration over a rail strike. A recent nation-wide survey by one of America's oldest and most respected opinion research organizations showed a three to one vote among the general public for arbitration in the transportation industry (60% for, 20% against, 20% no opinion).

Do union members share their leaders' opposition to arbitration?

THEY DO NOT!

The same survey showed 54% of union members in favor of arbitration over a strike, 30% in opposition, and 16% no opinion.

How do union families who stand the brunt of a work stoppage feel about arbitration? By a greater majority than the general public, they favor arbitration over a strike. Sixty-six per cent of the union families support arbitration, while only 19% oppose, and 15% express no opinion.

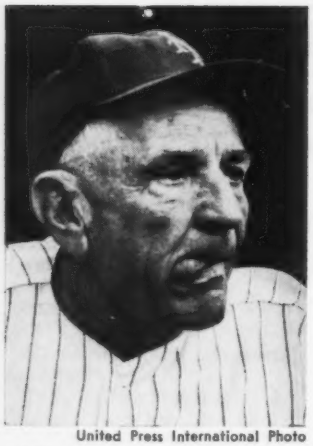
In view of the basic fairness of an impartial third party decision when two sides fail to agree; in view of the overwhelming public support for the principle of arbitration in transportation; and in view of the disastrous consequences of a nation-wide rail strike, Congress can serve the public interest best by promptly enacting legislation requiring a settlement of the issues in this dispute.

AMERICAN RAILROADS

PHOTOGRAPHY

The Photogenic Face Of Casey D. Stengel

By Rick Friedman



United Press International Photo

(After one of his Met pitchers won a 2-0 shutout) He pitched very lovely. If everybody pitches like that we might not have lost. But who the hell wants to have a hundred-game winning streak?

What is possibly the most photogenic face in the United States and maybe even the world will be 73 years old on July 30. The face belongs to Charles *Casey* Dillon Stengel, the only man in all of human history who has served all four New York major league baseball teams and lived to tell the garbled tale.

And from this face has come some of the most quotable lines that ever turned up on a sports page.

As Mr. Stengel is still carrying on as New York Mets manager much to the delight of newspaper readers and the general baseball public-at-large, we thought it would be appropriate to collect some Casey photos and some Casey quotes and put them together as a tribute from the journalists and photojournalists who have covered him during his long years in baseball.

We tapped New York City newspapers and the two wire services for Casey photos. We culled the sports pages of New York City newspapers the last couple of months for Casey quotes. The quotes we came across didn't come from Casey at the time the pictures we had collected were taken, but we took the poetic license of combining them for the spread you see here.

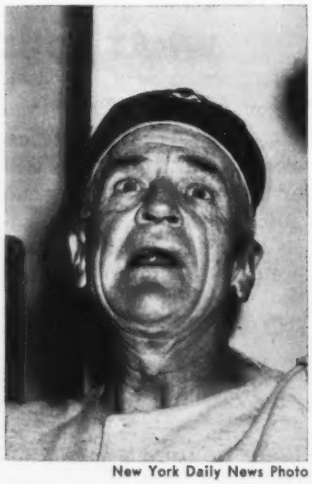
We thought the results would be a Happy Seventy-Third Birthday wish to Casey Stengel and may he go on winking into news cameras forever.

N.Y. World Telegram & Sun Photo

(On the incompleted Shea Stadium) I would say that the square dance is a very good thing if you have a girl. But this stadium is a different thing. It looks like the builders are in last place, too. I had it planned to have bigger ballplayers ready to play in that bigger park over there. Now I have to hold those bigger ballplayers off until the builders have the place put up. Which will be a good thing because, like I say, the air in Queens is healthier.

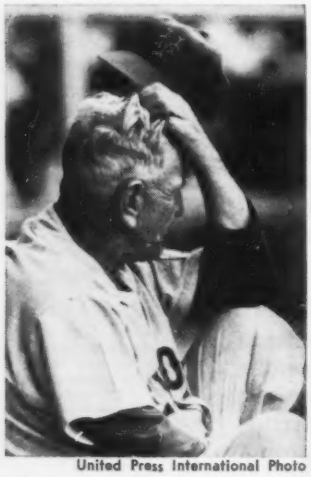
(After a fire started across the Harlem River from the Polo Grounds the same night the Mets lost a ball game there) My goodness. Are they burning down the park? They better finish that new park quick or we'll be playing in Syracuse.

United Press International Photo



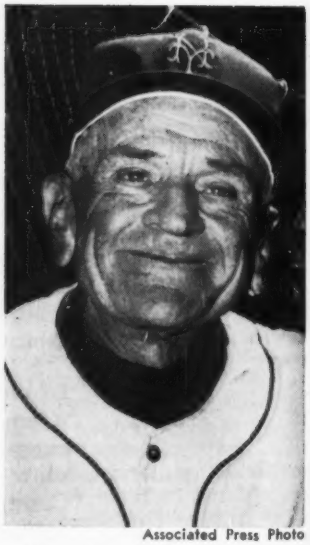
New York Daily News Photo

(After his Mets fashioned only four runs total in four games) They may be stone deaf at that 'cause we keep tellin' them don't do this, or be sure an' do that an' you might as well be talking to monuments. Maybe we should get them hearin' aids. You'd think it was against the law for us to hit good or somethin'.



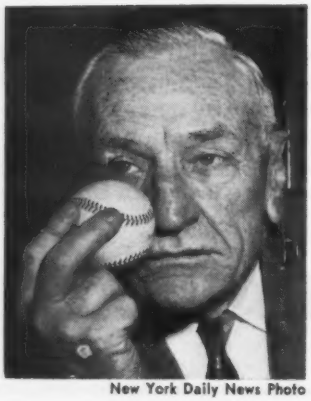
United Press International Photo

(After New Met Centerfielder Jimmy Piersall had gone through his first two games with the team without getting one fielding chance) I finally got a centerfielder and nobody will hit the damned ball to him.



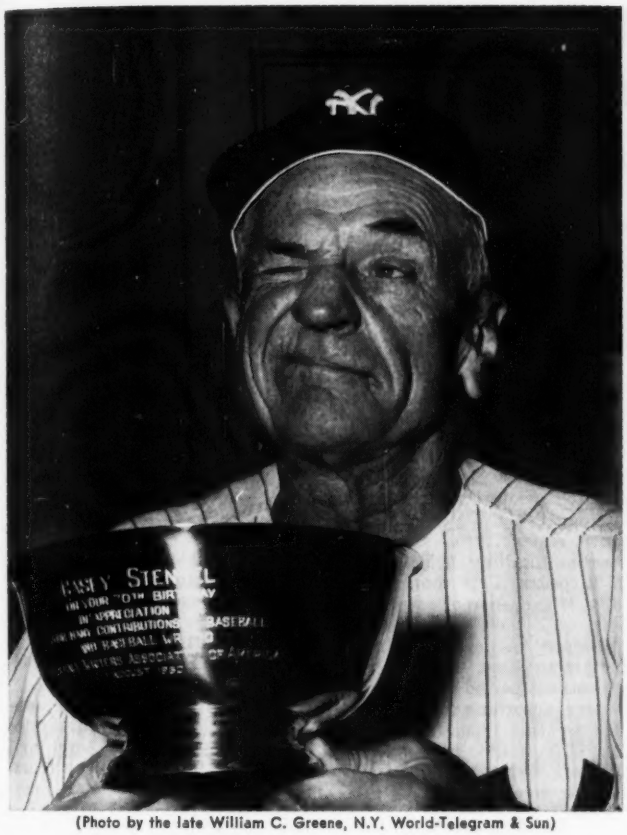
Associated Press Photo

(After the Mets showed some surprising muscle to win a doubleheader) Amazing power. Amazing home runs, amazing doubles off the bleachers. The Mets are the most amazing team.

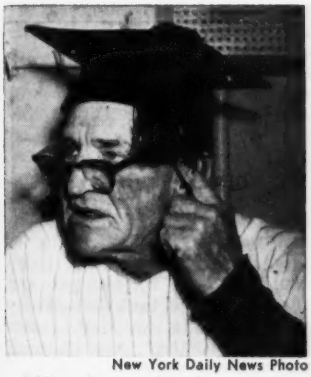


New York Daily News Photo

(After his second baseman dropped a "routine triple play") They play eight, nine years, I carry them and they can't catch a ball but you have to catch it to get two. What you didn't catch was those four runs.

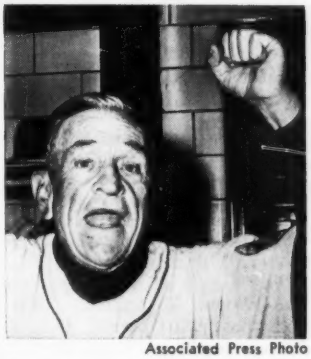


(Photo by the late William C. Greene, N.Y. World-Telegram & Sun)



New York Daily News Photo

(After his catcher beat out a bunt) Oh yeah, that feller's set for the Olympics, if we ever get the AAU and them other fellers settled.



Associated Press Photo

Associated Press Photo

(As the baseball trading deadline date neared) I'll trade with the Reds. I'll give 'em my coaches. I'll give 'em Lavagetto because they need an Italian coach and the fans thinks Hemus is Jewish, so we'll give 'em him too. They don't know White is with the club, we'll keep him.

(On the Mets fans) They are the multitude. They don't like to see the Mets lose—and neither do I.

J.C. PENNEY-UNIVERSITY OF MISSOURI JOURNALISM AWARDS

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Reporter's Work Broke Murder Case

ST. PAUL, Minn.

A battle of newspaper clippings is shaping up in the trial of T. Eugene Thompson, St. Paul attorney who is accused in the March 6 murder of his wife Carol.

A *St. Paul Pioneer Press* reporter, Donald J. Giese, has played a key role in the case.

Mr. Thompson's attorneys have filed a request for a change of venue for the trial from St. Paul to Minneapolis, claiming they do not feel they can get an unprejudiced jury here.

The defense lawyers are expected to implement this argument with clippings from the St. Paul papers. County Atty. William B. Randall probably will oppose the motion by matching Minneapolis news clippings against those from St. Paul.

Mrs. Thompson was beaten and stabbed apparently by an intruder in the Thompsons' home in the Highland Park district of St. Paul.

3 Others Arrested

In the investigation that followed, three other suspects were arrested before Mr. Thompson was charged with first degree murder June 21. The three were:

Richard Sharp, Minneapolis cab driver, accused of being an accessory.

Norman Mastrian, arrested at his suburban Minneapolis home and accused of being the "payoff man," charged with first-degree murder.

Dick W. C. Anderson of Minneapolis, arrested in a Phoenix, Ariz., motel room, accused of being the "trigger man" in the slaying.

Reporter Giese helped police to obtain a statement from Mr. Anderson after he had refused to talk for almost a month. Mr. Anderson allegedly implicated the murdered woman's husband in the murder.

Editors Used Discretion

Of the Thompson case coverage by the Dispatch and Pioneer Press, Executive Editor Fred S. Heaberlin said:

"Discretion was combined with aggressive reportorial investigation in bringing the story to our readers.

"Reporters, particularly nightsider Don Giese, dug up information and made contacts of inestimable value to police. Discretion was a factor in that editors had to decide when some of the facts uncovered by the staff and the law enforcement authorities could be published without destroying the case.

"This does not mean the news staff withheld developments from the public, but used common sense in not writing stories prematurely about clues which could lead to solution of the case. Evidence that this policy was successful is that police are satisfied they have all principals in the case under arrest."

"The pioneer Press is to be commended for the cooperation and help that played a part in the culmination of a very difficult investigation," Police Chief L. E. McAuliffe said.

•

Editorials Rout Governor's Man

BUTTE, Mont.

The *Montana Standard-Butte Daily Post* once again demonstrated its political independence through an editorial campaign which resulted in the resignation of a state board appointee.

The target of the campaign was Warren R. Anderson, Billings hotelman named to the Montana Liquor Control Board.

The state's Republican governor, Tim Babcock, made the appointment. The Butte newspaper made it clear editorially from the moment of the appointment that it believed the governor should retreat.

Democrats charged the appointment to the five-man board was illegal since there was a bar in the hotel managed by Mr. Anderson.

The payoff came with Mr. Anderson submitting his resignation.

•

Reporters Will Get Evaluation Reports

CLEVELAND

Philip W. Porter, executive editor of the *Cleveland Plain Dealer*, has announced a monthly evaluation program to provide reporters working under the city desk with a guide to the quality and the quantity of their work.

Each month a reporter will receive a summary of the number of stories of various lengths he has written and which appeared in the paper.

"This is to afford each individual an opportunity to compare his output from month to month for his own guidance," said Mr. Porter. "The Plain Dealer had a similar program some 40 years ago and I found the reports of great value when I was a reporter."

ITU Spends $10 Million For Strikes

The International Typographical Union paid out strike benefits of $10,472,380.66 in the fiscal year closing May 20.

This sum, which includes $4,508,061.37 paid to support the newspaper printers and mailers in New York's 114-day strike and shutdown, represents more than one-tenth of the total amount of strike benefits paid by the ITU since 1891.

The annual reports of officers of the union which has been distributed prior to the convention at Long Beach, Calif. in August show expenditures for strike benefits totalling $95,836,249.28 in 72 years. This sum, incidentally, is exclusive of several millions of dollars expended by a subsidiary corporation, Unitypo Inc., in the past 15 years.

Costliest period of the union's history, according to the reports, was in the 1920s when more than $16 million was spent to support strikes to obtain the 44-hour week.

Payments to 5,121

For any one year, however, the 1962-63 sum was the biggest, with 5,121 members qualifying for payments. It was divided between the Defense Fund ($2,493,791) and the Strike Benefit Fund ($7,528,588), with an additional $450,000 from the Special Defense Fund.

The regular assessment brought in $4,103,259 to the strike benefit fund and a special assessment realized $4,458,240.

Cleveland drew more than $850,000 for benefits to printers and mailers there in the winter-long strike.

Benefits paid in Minneapolis amounted to $290,000 and the ITU continued to support the Portland, Oregon, strikers with $685,541 in benefits last year, plus special assistance of $70,000. Colorado Springs received $287,000 in special assistance.

The 93,123 employed members of ITU were credited with earning $654,478,217 in the past fiscal year. The union paid out $15 million in pension benefits to 23,651 members.

ITU President Elmer Brown characterized the fiscal year as a period of great progress for the union with "a resounding victory" in New York and Cleveland.

"In New York," he wrote, "every reasonable goal of the local was won, plus attaining the members' goal of destroying the pattern settlements of recent years. The Cleveland local obtained substantial gains in one of the best contracts in recent years."

•

Computer Clause

LOS ANGELES

Agreement has been reached between the International Typographical Union and the *Los Angeles Herald-Examiner* to amend the contract, which runs to next February, to permit use of computers in typesetting. The clause is similar to one in Washington, D. C. which gives jurisdiction to the union beginning with tape-punching.

•

Providence Gravure Wins N.Y. Contract

The *New York Journal-American* has contracted with Providence Gravure, Inc., to print its new coloroto Sunday supplement, *Pictorial Living*, Kingsbury Smith, publisher, announced this week. The first issue is scheduled for Sept. 8.

Mr. Smith said the new supplement will make dramatic use of color photography and art. Editorial features to be illustrated in color will include fashion selections by Constance Woodworth, the food sections, and "color camera safaris in New York and environs."

"We want faithful reproduction of these as well as other articles and particularly for products and merchandise offered to Journal-American readers by advertisers," Mr. Smith said.

Providence Gravure has contracts with the *Boston Globe*, *Springfield* (Mass.) *Republican*, *New Bedford* (Mass.) *Standard Times*, *Syracuse Post-Standard*, and the *Providence Journal*.

Mr. Smith concluded his arrangements with Everett R. Stone, executive vicepresident of the printing firm.

•

Pay Raises of $12 For Six-Year Men

CHICAGO

Six-year copyreaders and rewritemen received a $12 weekly pay raise in recent negotiations with *Chicago's American* by the Chicago Editorial Association. The sixth year minimum, amounting to $170, was added to the contract in wage re-opening negotiations.

General increases in the contract amounted to $3 for those earning under $100 weekly, $4 for $100 and $150 and $5 for over $150. The five-year minimum went to $163.

Librarians had a fourth year added, with a minimum of $114.

Saigon

(*Continued from page 9*)

into the act when the reporters asked that official protests be made in their behalf for the July 7 fracas. The request was politely refused. "Representations" were made asking the Vietnamese to drop charges they made against Arnett and Malcolm Browne of AP for "inciting the disturbance."

The American embassy said also that it would not ask for repayment of damages to the cameras deliberately smashed by the secret police, nor would the American government demand that the police be disciplined for the assaults.

The embassy was asked if an official protest would have been made under identical conditions had the victims been ordinary citizens and not reporters. "Certainly," said Consul General William Trueblood.

ASNE

(*Continued from page 9*)

government, or to discourage inquiries as to the extent of American military participation in the guerrilla warfare.

"Surely, however, the whole basis of the American system is an informed public. The struggle in South Vietnam involves public understanding as well as military action. It is a struggle that can be won only in an atmosphere of freedom. We have therefore noted with relief that Assistant Secretary of State Robert J. Manning is to investigate information problems on the scene. It is good to hear that Ambassador Nolting has expressed himself as favoring opportunity for the press to report events without hindrance. We have also been gratified by Mr. Salinger's assurance that you yourself are concerned that 'the American people should be fully informed on the course of events in Vietnam.'

"Nevertheless it is not yet certain that all possible efforts are being made to prevent further deliberate obstacles to free reporting. Whatever the difficulties, we urge you to bear in mind the need of the American people to have the fullest possible factual information from South Vietnam, no matter what anyone may think is right or wrong about the situation."

Pierre Salinger, White House press secretary, told E&P no reply had been sent to Mr. Brucker but that one will be made in a few days.

READY FOR ECLIPSE, Wildred Rinehart, Waukegan News-Sun reference room employe, holds viewer similar to thousands given away by newspaper for watching the phenomenon.

Daily Gives Sunscopes To Readers

WAUKEGAN, Ill.

The *Waukegan* (Ill.) *News-Sun* turned the solar eclipse of the sun on July 20 into a promotion that proved an outstanding success.

The newspaper, through cooperation with the Stone Container Corp., gave away eclipse viewers (sunscopes) and added instructions on how to watch the phenomenon. Viewers were made available at the paper's Waukegan office as well as its offices in four nearby communities.

A few days before offering the sunscopes the News-Sun had run a story on how the eclipse could damage the eyes and gave diagrammed instructions for making a viewer. Then came the idea to make them available to readers.

By Thursday before the eclipse the newspaper ran a page one box announcing it had given away the 3,000 that were on hand and had ordered 2,000 more for distribution the next day.

Lines of men, women and children stood in line many minutes outside the newspaper's five offices to obtain the viewers.

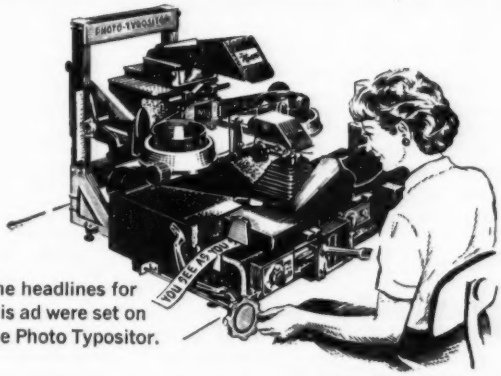
•

Stuck With Stickup

KANSAS CITY

Four armed men held up the Star Credit Union in the *Kansas City Star* building this week and escaped with $35,000 in cash.

THE PHOTO TYPOSITOR IS A COMPLETE TYPESETTING & LETTERING DEPARTMENT!



The headlines for this ad were set on the Photo Typositor.

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PHOTO Typositor
THE VISUAL COMPOSITOR

SYNDICATES

200,000 Seek College Money Information

By Ray Erwin

Two hundred thousand readers of the "How To Get Money For College" column by Dr. Benjamin Fine, famous authority on education, and Sidney A. Eisenberg, Cleveland attorney, have written the columnists in the last year for advice or to extend gratitude. (E&P, April 28, 1962, page 98).

The writers of the public service column, which is distributed to a large number of large newspapers by the Bell-McClure Syndicate, received 35,000 letters in June alone. One day's mail numbered 4,100 letters. All letters are answered.

Big Mail

One letter, mailed in Dallas, was addressed to "Information for Sending a Boy or Girl to College, Cleveland," and it was promptly delivered to Mr. Eisenberg. He received another letter with his name misspelled, addressed to "Mr. Sid Isenberg In Educational Business."

A 13-year-old boy who wants to become a doctor inquired whether there will be scholarships available to medical colleges when he becomes of age. A 16-year-old high school pupil sought guidance about preparation for college, stating that high school authorities did not know how or where to apply.

A California boy wrote: "The work you are doing is commendable, and you have my gratitude. Your reward will be known only in the next generation."

10,000 Aided

In the first year of their public service, it is estimated that the collaborating columnists have aided 10,000 students in financing college careers.

For example, a girl wrote hopelessly of her inability to go to college. Mr. Eisenberg sent a copy of the letter to the president of Rider College and the girl was given a $400 grant and a job. In another typical case, a girl and her mother wrote the columnists and thus obtained a four-year tuition scholarship at the University of Illinois.

One Billion Available

In a recent survey, the columnists sent questionnaires to 9,000 colleges and found that 757 colleges have room for students and financial aid and job aid. It's estimated that approximately one billion dollars is available to college students in scholarships, fellowships and loans.

Newspapers carrying on this important public service through the weekly column include such large ones as the *Cleveland* (Ohio) *Plain Dealer, Los Angeles* (Calif.) *Times, Boston* (Mass.) *Globe, New York Journal-American, San Francisco* (Calif.) *Examiner, Philadelphia* (Pa.) *Bulletin, Charlotte* (N. C.) *Observer, Baltimore* (Md.) *Sun, Houston* (Tex.) *Post, Miami* (Fla.) *News, Washington* (D. C.) *Star,* and the *Tokyo* (Japan) *Mainichi.*

Dr. Benjamin Fine

Sidney A. Eisenberg

"Only the newspaper can give this service," said Mr. Eisenberg. "The government or college associations do not make surveys for scholarships or provide a central clearing house to assemble and distribute the information on a national scale. The newspapers can accomplish this great public service that the government could not do by the expenditure of millions.

Newspapers Are Key

"We are working for education for the common man," he continued. "Newspapers hold the key, the solution, because they reach the people every day. Our columns about scholarships and loans and gifts are being clipped and sent all over the world to prospective college students. A woman wrote from Wyoming that she had been sent a clipping of the column from the New York Journal-American for her grandson. Young people in Nigeria and the Philippines have written to know how they can qualify. An Albanian had read the column."

The Bell-McClure columnists prepare a bulletin each month with latest information to supplement their weekly columns. For example, one deals with medical students, one with nurses, one with labor.

Congressmen write the columnists for more information.

The average student forms the backbone of the program. Five college presidents have reported they have $1,500,000 to award to average students through newspapers only and this money can be acquired by a simple request, the columnists explained. It is hoped the figure will be increased to $10,000,000 next year.

$1,000,000 Raised

"Our column has raised $1,000,000 in awards," proudly announced Mr. Eisenberg. "It's an action column doing a public service for newspapers."

Dr. Fine said his associate, Mr. Eisenberg, tried for a scholarship as a young man and could not get one. As a lawyer who practices in all states and before the U. S. Supreme Court and an industrialist, he has made college scholarships his avocation and hobby. He has personally invested $50,000 in making the continuing surveys that uncover the information revealed in "How To Get Money For College."

The columnists said college costs will double in five years and that Harvard has stated that only the top five percent of families in wealth can afford to send their sons to Harvard. Although the country needs scientists and skilled technicians, it was pointed out that the brightest 200,000 of high school students are frozen out of college for economic reasons.

"We want to prevent educational sterility and snobbery," observed Dr. Fine, who formerly was education editor of the *New York Times* for many years. "We are helping thousands go to college. We don't want to establish an educational elite and aristocracy in this country where money is the criteria of whether students continue in college. We want equal educational opportunity for the common man.

"There are 53,000,000 students in elementary and grammar schools and high schools directly involved," he added. "Newspapers always want to help as a clearing house for information for them when their editors learn what a great public service they can perform."

Fun, adventure, excitement—

every day with CT-NYN daily comic strips!

Little Orphan Annie	Smilin' Jack	Gil Thorp
Dick Tracy	Brenda Starr	Aggie Mack
Terry & Pirates	Winnie Winkle	Caesar
Moon Mullins	MacDivot	Little Lulu
Gasoline Alley	Dondi	Flibbertys
Smitty	On Stage	Lolly
		Rick O'Shay

Chicago Tribune-New York News Syndicate, Inc. News Building, New York Tribune Tower, Chicago

• watchful

• perceptive

• knowledgeable

By HENRY J. TAYLOR

Fearful of a Power Explosion

Former President Eisenhower's White House farewell warning to his fellow Americans is quoted here at length.

If we do not use our eyes for seeing we shall use them for weeping in this threat from today's industrial-military-bureaucratic complex.

TAYLOR

This is the prime lesson made evident in the $2 billion a year "Overkill" nuclear materials stockpiling program; the product of pork-barrel profits, bureaucratic habits, divided responsibility and its own momentum.

Defense Secretary Robert McNamara deserves a nationwide roar of thanks for now attempting its cutback. The immediate saving can be at least $1 billion a year. Equally important, this shows the courage to confront our industrial-military-bureaucratic complex with the hard word "No."

Our national defense is the only peace insurance we have. We must be, and remain, the strongest, best-armed nation on earth. Failing to be strong we invite aggression. But our bureaucracy now spends $143 million a day for national defense, or at least under that label. And failing to be solvent we defeat ourselves.

More than half of every tax dollar is sprayed out by the Defense Department—a department larger than all other departments of the government combined. And when any agency is distributing $143 million a day of the taxpayers' money there's a built-in guarantee of colossal waste and plenty of Alice-in-Wonderland buying.

The property bought for the Air Force alone in the past three years cost more than all the property of A. T. & T., Standard Oil Company of New Jersey, the Pennsylvania Railroad and General Motors combined. As one result, the population explosion may be the problem elsewhere but the power explosion is our problem in Washington.

Of all subjects, it is especially significant that President Eisenhower chose this as his warning after being Supreme Commander and serving eight years in the Presidency. On Jan. 17, 1961, he said, in part:

"Threats, new in kind and degree, constantly arise. We have been compelled to create a permanent armaments industry of vast proportions. Added to this, three and a half million men and women are directly engaged in the Defense Establishment. We annually spend on military security alone more than the net income of all U. S. corporations.

"This conjunction of an immense military establishment and a large armaments industry is new. The total influence—economic, political, even spiritual—is felt in every city, every state house, every office of the Federal government. We must not fail to comprehend its grave implications. Our toil, our resources and livelihood are all involved; so is the very structure of our society.

"In the councils of government we must guard against the acquisition of unwarranted influence, whether sought or unsought, by the military-industrial complex. The potential for the disastrous use of misplaced power exists and will persist.

"We should take nothing for granted. Only an alert and knowledgeable citizenry can compel the proper meshing of the huge industrial and military machinery of defense.

"Each (defense) proposal must be weighed in the light of a broader consideration; the need to maintain balance in and among national programs. . . . There must be priorities.

"We must avoid the impulse to live only for today, plundering the precious resources of tomorrow. We cannot mortgage the material assets of our grandchildren without risking the loss also of their political and spiritual heritage."

We have a near-term defense problem against Red aggression. We have also a long-term problem, which is worse. We are behaving like the hare when our race is really against a tortoise.

Congress and our people must have the courage to oppose unlimited spending for our so-called national defense—to say nothing of such sinkholes of waste, duplication and ego-rivalry as the space agency.

Our security and our solvency are indivisible. There is no defense in a nation which has burst its economy. When General Eisenhower says to beware the great pressures from the industrial-military-bureaucratic complex, if he doesn't know what he is talking about, who does?

(Copyright, 1963, by United Feature Syndicate, Inc.)

(This was Henry J. Taylor's July 17, 1963, column)

Phone, wire or write for additional samples and rates today

UNITED FEATURES 220 EAST 42ND STREET NEW YORK 17, N. Y.

SYNDICATES

How One Becomes Syndicated Columnist

By Robert Peterson
King Features Syndicate

When I was 35 years old I stopped at the office of Ted Peterson (no relation), head of the Journalism School at the University of Illinois. I told him I was thinking of quitting my job as an assistant professor of business at the University, and asked how one became a syndicated columnist.

He sat back in his chair. "A day never passes but that some starry-eyed student or staff member comes by and asks me that," he groaned.

He said there was no pat answer. And he wasn't very encouraging. "Of course if a fellow is persistent he can do just about anything," he concluded with a note of hope.

I said I thought I'd give it a try. He smiled and said, "Good luck—you'll need it."

Inspired By OOM

My interest in writing a syndicated column was fired when I was a Kansas teenager reading O. O. McIntyre's column in the *Kansas City Star*. As things developed I got sidetracked into a business career and never even took a course in journalism.

On reaching the portals of middle age I found my interest in debits and credits superseded by fascination for a budding new field known as geriatrics—the study of aging and retirement. I felt — and still feel — that nothing outranks our need for extending life expectancy and enhancing prevailing attitudes toward growing old.

Switches Career

So I decided to switch careers and sink or swim as a syndicated columnist on the "Life Begins at Forty" theme. I nearly sank, but thanks to a savings account at the bank, an understanding wife, and some mysterious inner motivation I managed to keep my head above water for four frustrating years and finally learned to swim. Here's a brief log:

1955. Began interviewing older people, reading books on geriatrics, attending conferences on aging, and pecking out a daily essay on my typewriter. Soon found the seemingly easy task of writing 600 words daily can be devilishly difficult. After writing about a hundred columns I took samples to the managing editors of all New York newspapers and of a dozen leading syndicates. I also drove from New York to Florida and called on editors of 26 newspapers en route. Not a nibble.

1956. Read a book about how O. O. McIntyre got started by distributing his column to small town papers. So I prepared a flyer which I sent with column samples to 1,000 weeklies and dailies. Presto. Twenty-two weeklies signed on at a dollar a week.

E&P Ads

Also inserted some small ads in EDITOR & PUBLISHER, one of which drew a response from the *All Florida Magazine*—a Sunday supplement put out by the Perry publications. They offered to buy one column a week with picture for $15. This was luck for it gave me my first circulation in a status publication.

1957. Happened to see Elsa Maxwell in a New York restaurant and was intrigued at the *joie de vivre* radiated by this plump, ebullient woman of advanced years. Wrote a column about her and sent her a copy. She liked the piece and showed it to the publisher of the *New York Journal-American* who asked me to stop by.

He said he had been looking for a new kind of column on "mature living." He read some samples of my work and astonished me by saying he'd try me out on the editorial page. This was REAL luck. I poured on the steam and sometimes sweated 12 and 14 hours over a single column. By then I was intimately acquainted with the awful truth that it sometimes takes hours to make a piece sound as though it had been dashed off in 15 minutes. Fortunately, the column caught on and has occupied a favored spot ever since on the editorial page of this leading Hearst paper.

1958. I had mistakenly assumed that my new affiliation would have the folks at Hearst's King Features stumbling over themselves to sign me up. But their attitude was strictly, "let's-wait-and-see." So I

Robert Peterson

waited, digging deeper into my savings as my only income was the Journal-American's nominal fee per column and the slim pickings from my weeklies.

1959. Two or three smaller firms asked if I'd like to climb aboard. But I decided to wait for a major syndicate. Then one day E. B. Thompson of King Features called to say they'd like to sign up "Life Begins at Forty." Significantly, it happened two months before my 40th birthday. It took four years to achieve my goal.

My list of papers today numbers less than 100, but I'm in most of the key cities and the list is growing. The column pulls a lot of mail because older readers love to write. Also, I've developed some 30 reader service booklets on aging and retirement which spur interest. This helps the column for editors attach considerable significance to mail response.

The column is no great financial bonanza thus far. My contract gives me 50% of client fees and this adds up to about twice what I made as a college professor — and I must pay my own office and travel expenses. But I'm doing what I want and this beats big money by a mile.

Folks often ask if it's difficult to write four columns a week. And my answer is yes. Some columnists may turn out their pieces with little or no effort, but I find the task of writing and researching columns, along with handling mail and related responsibilities, adds up to considerably more work than a standard nine-to-five job.

But I'm sure many columnists will agree that when you feel your topic is important, and when you win a rapport with readers which evokes occasional notes of friendship and encouragement, the sweat is sweet and you find yourself glowing with gratitude at the privilege of being a newspaper columnist.

Controversial Kennedy Series Is Planned

North American Newspaper Alliance has obtained exclusive prepublication serialization rights to Victor Lasky's "JFK: The Man and The Myth," which Macmillan & Company will publish Sept. 5.

NANA plans to break the book into 10 or 12 installments, for release beginning Aug. 25. The series is part of the regular NANA service to its 150 subscribers, but will be offered for purchase to non-subscribers.

The new book is expected to be one of the major publishing events of the year, with a first printing of 35,000 and an advertising budget of $25,000.

Mr. Lasky, who writes a once-a-week political column for NANA ("Say It Straight!"), spent three years combing newspaper and magazine libraries for every statement Kennedy ever made in his political career and for his conflicting views on important issues.

All this is brought together in a meticulously researched political — and critical — accounting of the Kennedy phenomenon. The NANA series is expected to provoke widespread controversy.

* * *

EATING IN BED

A completely off-beat cookbook, designed for those who prefer to dine horizontally instead of vertically and titled "The Eating-In-Bed Cookbook," is the July offering of Books In The News, Inc., a Hall Syndicate affiliate.

Author is Barbara Ninde Byfield, wife of a physicist, mother of two little girls and Greenwich Village resident. Idea for the unique cookbook came when Mrs. Byfield did a series of illustrations on the idea of eating in bed and then supplied the text.

Serialization is in seven installments with illustrations by the author.

* * *

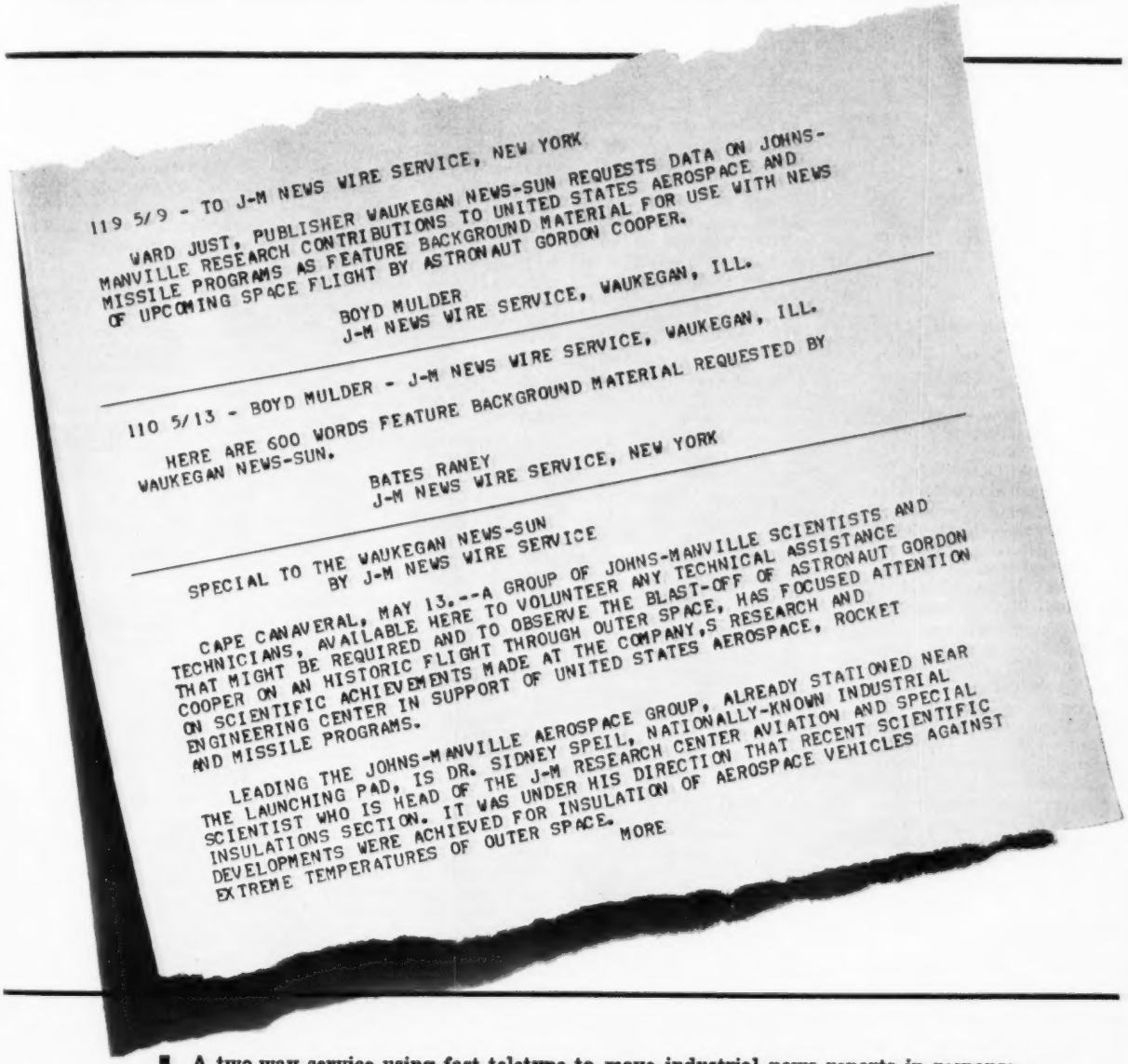
BOROS ON GOLF

Julius Boros, U. S. Open Golf champion, who has won the world championship twice, has written 25 illustrated golf lessons under title of "Par Or Better" for distribution by the Newspaper Enterprise Association.

* * *

Charles Goren, Chicago Tribune-New York News bridge columnist, recently returned from Italy, where he served as chief commentator at the World Bridge Championship and he will go to the West Coast soon to act as official commentator at the Inter-City Bridge Championship games between Los Angeles and Minneapolis.

By J-M News Wire Service*



119 5/9 - TO J-M NEWS WIRE SERVICE, NEW YORK

WARD JUST, PUBLISHER WAUKEGAN NEWS-SUN REQUESTS DATA ON JOHNS-MANVILLE RESEARCH CONTRIBUTIONS TO UNITED STATES AEROSPACE AND MISSILE PROGRAMS AS FEATURE BACKGROUND MATERIAL FOR USE WITH NEWS OF UPCOMING SPACE FLIGHT BY ASTRONAUT GORDON COOPER.

BOYD MULDER
J-M NEWS WIRE SERVICE, WAUKEGAN, ILL.

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110 5/13 - BOYD MULDER - J-M NEWS WIRE SERVICE, WAUKEGAN, ILL.

HERE ARE 600 WORDS FEATURE BACKGROUND MATERIAL REQUESTED BY WAUKEGAN NEWS-SUN.

BATES RANEY
J-M NEWS WIRE SERVICE, NEW YORK

SPECIAL TO THE WAUKEGAN NEWS-SUN
BY J-M NEWS WIRE SERVICE

CAPE CANAVERAL, MAY 13.--A GROUP OF JOHNS-MANVILLE SCIENTISTS AND TECHNICIANS, AVAILABLE HERE TO VOLUNTEER ANY TECHNICAL ASSISTANCE THAT MIGHT BE REQUIRED AND TO OBSERVE THE BLAST-OFF OF ASTRONAUT GORDON COOPER ON AN HISTORIC FLIGHT THROUGH OUTER SPACE, HAS FOCUSED ATTENTION ON SCIENTIFIC ACHIEVEMENTS MADE AT THE COMPANY,S RESEARCH AND ENGINEERING CENTER IN SUPPORT OF UNITED STATES AEROSPACE, ROCKET AND MISSILE PROGRAMS.

LEADING THE JOHNS-MANVILLE AEROSPACE GROUP, ALREADY STATIONED NEAR THE LAUNCHING PAD, IS DR. SIDNEY SPEIL, NATIONALLY-KNOWN INDUSTRIAL SCIENTIST WHO IS HEAD OF THE J-M RESEARCH CENTER AVIATION AND SPECIAL INSULATIONS SECTION. IT WAS UNDER HIS DIRECTION THAT RECENT SCIENTIFIC DEVELOPMENTS WERE ACHIEVED FOR INSULATION OF AEROSPACE VEHICLES AGAINST EXTREME TEMPERATURES OF OUTER SPACE.

MORE

* **A two-way service using fast teletype to move industrial news reports in response to queries from newspapers, radio or television stations in and around 71 Johns-Manville operating locations in United States and Canada. The J-M News Wire Service also makes available to 211 newspapers, 335 radio stations and 113 TV stations along its 11,000-mile teletype network spontaneous industrial and business news developed by the world-wide Johns-Manville organization which is in some 26 distinct businesses serving almost every industry.**

Johns-Manville Public Relations

22 East 40th Street, New York 16, N. Y.

Telephone: (DIAL 212) LExington 2-7600

Pink Air

(*Continued from page* 18)

that so many charming people would react this way. Have you ever written a letter to an advertiser? I haven't. But they did; to say that they were the best ads they had ever seen, the first gasoline ads they had ever read all the way through, that they would stop by even if there were six cars ahead of them, all sorts of equally nice things. Thousands of those who returned coupons asked for credit card applications, and some even said they were going out to buy stock in our company. And you might be surprised at how many of these letters came from such places as North Platte, Okmulgee, and yes, Joplin too.

A Few Complaints

I will admit, however, that we have had some complaints or sour comments also. In all we have received three letters from Scoutmasters objecting to our supposedly frivolous use of the Boy Scout creed in the third ad. But two of them said everything would be all right if we would send a sufficient number of balloons for their troops. Oh, and there was one other: a post card from a man who thought it was a damn silly campaign and he didn't get it; but please to send six balloons anyhow. Then I think there were four or five letters directed to our President from disgruntled readers who suggested that instead we do something worthwhile like sponsoring the World Series on television single-handed, or financing their own promotional schemes which, of course, would turn out to be better than any media advertising. That is the extent of the complaints received.

Heartwarming as all this I have told you about may be, I am sure that before time runs out you would just as soon I give credit where credit is due: like to the newspapers. I imagine your Speaker's Committee, in looking over the list of possible candidates for this particular slot in the program, discarded quite a few before they got to me, for the simple reason that none of them had had an unalloyed newspaper success story to tell. It is true that my Company is just about as Simon-pure a newspaper advertiser as it is possible to find in the country today. But, I must say that it may not be so much that we are crazy about newspapers, as that we don't have enough money to do a good job in two mediums at once.

Oh, I admit that we have used others; regional network television for example — and we still shudder at the thought. Just before this Pink Air campaign started, we were barely emerging from the shock of having sponsored perhaps the worst dog in the history of organized television. When I say that the program was bad, what I mean is that it was the only television show I ever watched where I didn't have to get up and go to the bathroom; I could just sit there and see all our money going down the drain. That tv western was so bad that even the horses blushed.

Even so, we didn't choose newspapers just because there was nothing left. As you know, one can be awfully selective and efficient with radio and tv spots these days.

Merchandising Help

Nor, in any way, was it to lend financial assistance to "my own kind." As a person of — I'll say this very quickly — liberal persuasion, I find little to cheer about on the editorial pages of the 85% — or is it 99% — of the nation's press which spends more and more time these days preaching States Rights — with frequent asides regarding its *own* State's right to heavy infusions of Federal money for local needs. But don't interfere with how we spend it and all the same cut out those Washington "giveaway" programs—all the *other* "giveaways," that is.

And then, of course, there's the daily roasting of the New Frontier. The morning paper where I live even takes JFK to task in its *travel* columns. A recent story about Hong Kong called the President and his policies "silly" five times in ten short, consecutive sentences.

No, we chose newspapers for purely selfish reasons. I have outlined some of them and I will only add that we expected and found that we did have merchandisable evidence of our intent to back up our own dealers and distributors. Now we find that when the subject of advertising comes up at our Sales Meetings, we are no longer made to feel about as welcome as Earl Warren at a Robert Welch taffy pull.

And, it is indeed true that many of the newspapers in which we have run our campaign show real interest in helping us promote the advertising on a local basis. Papers have run page one notices about the ads, every sort of promotional announcement imaginable, and unimaginable, has been sent out, tie-in contests and displays have been conducted and dozens of papers have run an ad about our campaign which was produced by the Bureau of Advertising. Certainly the sale of pink paper stock and printing ink must have boomed in the Mid-Continent during the last two years.

Printing Flaws

Of course there have been a few little flaws as well, if you can call something like a full half-inch miss in registry a flaw. Almost all of our ads have been two color; the other color is pink — hopefully. We've had anything from lavendar to light red, but generally speaking the pink has been pink or a reasonable facsimile thereof.

However, having got the right color mixed up and fed onto the rollers, another marvel of modern printing know-how is exhibited to a waiting world. As suggested earlier, the matter of exact registry comes into play. I myself, personally, have never seen registry missed by more than one inch and a quarter, but I feel certain that at almost any moment now some enterprising jet-age printer will manage to crash the newspaper equivalent of the sound barrier and get it across the centerfold onto the adjacent page.

And, I can report that an even more unbelievable breakthrough has been achieved many times by certain of your number: that is getting the impression on the pink plate so heavy that more pink comes out on the NEW BLUE CHEER ad on the back of the page than comes out on our own side. I have often wondered how this can be and have reached the conclusion that gangs of typesetters, temporarily out of bogus type assignments, get their exercise by leaping up and down — trampoline-style — on some sort of ancient flatbed press left over from when the paper merged with the Gutenberg Daily Zeitung.

Idea Needed for '66

Then, there is another school of newspaper printing technique which deserves mention, if only for its delicacy and restraint. There really should be some sort of annual prize for the printer who can produce an impression so light as to be unreadable, without actually missing the paper entirely. We have gotten a few tear sheets on which the ad was not so much printed as watermarked. And they say that the Age of Miracles has passed.

Nevertheless, flaws and Ice Age editorial policies notwithstanding, we will undoubtedly be putting most of our advertising dollars into newspapers for years to come. We like the help we have gotten from you people, we like the reaction we have had from Joplin and all those other far-sounding places, and most of all we like the results that the Pink Air campaign has obtained for Fina.

Admittedly we do have some problems ahead of us. Would someone please suggest, for instance, how we can get around May 12, 1966 when we are supposed to bring Pink Air to a waiting world. Oh well, a lot can happen before then. Maybe someone will figure a way to add a flavor ingredient to air. If so, we will reserve mint for ourselves. Finamint. Then we can start all over.

* * *

The advertising agency handling the Pink Air campaign was Weiner & Gossage, of San Francisco. "Jack" Shea of American Petrofina devised the approach and wrote much of the copy himself. The publicity barrage came under the supervision of Jack McKenzie of McKenzie & Company, Dallas.

•

Dallas Suburban Ad Package Formed

DALLAS

Five suburban newspapers, the *Garland Daily News*, the *Texas Mesquiter*, the *Plano Star-Courier*, the *Wylie News* and the *Richardson News* have banded together to offer space at a group rate, under the name of Unipack/PAID Publications.

Unipack is headed by Eugene T. Martin, ad director for the Garland Daily News.

In addition to an attractive rate and concentrated coverage, Unipack offers advertisers a copy and layout service and some original research which can tell an advertiser just how many items will be needed to make an ad pull in suburbia, Mr. Martin said.

Phil McMullen, publisher of the Garland Daily News, prints all the Unipack papers and seven others.

•

Cough Drop Account

Smith Brothers Inc., Poughkeepsie, New York, makers of Smith Brothers Cough Drops since 1847, has appointed Pritchard, Wood Incorporated, New York, as its advertising agency effective September 2. The projected program will be nationwide and will include Canada. Robert T. Haller will serve as account executive.

U. S. Farmers buy more John Deere farm machinery than any other make

If you need photographs or information for your farm story, telephone or write:

Public Relations Department • Deere & Company, Moline, Ill. • Tel. Area Code 309, 764-4311, Ext. 5981

JOHN DEERE

With this modern combine a farmer can pick and shell corn in one operation. The same machine can also be used to harvest grain and seed crops.

Editorial 'Fair Comment,' Legislator Loses Case

Editorial writing is a field in which one man's flower is another man's weed, Superior Court Judge Vincent Whelan declared in dismissing a $1,475,000 libel suit filed against a liberal newspaper by a rightwing legislator.

The suit was filed by former Republican state assemblyman Louis Francis of San Mateo, Calif., against the *El Cajon* (Calif.) *Valley News*, and its publisher, Simon Casady.

The lawsuit arose out of the daily newspaper's vigorous fight against the assemblyman's proposed "anti-Communist" amendment to the California State Constitution.

Amendment Loses

The proposed amendment split the Republican party in the state and was finally defeated in the general election last November. Shortly thereafter, Francis, an attorney, filed his suit against the Valley News, claiming that the newspaper libeled him in its fight against the proposed amendment.

In upholding a defense motion that the suit states no cause of action, Judge Whelan, presiding judge of the Superior Court of San Diego County, said that Mr. Casady "fought fiercely against the amendment in language in the tradition of William Cowper Brann of *the Iconoclast*, not sparing those who supported the measure from his attack.

In holding that the campaign editorials came under the fair comment rule, Judge Whelan declared:

"The allegedly defamatory matter all dealt with a matter that was of public interest.

"If the publications constituted fair comment upon the content and effect of the proposed amendment and of the abilities and qualities of its author based upon correctly reported facts as to his public acts, including his authorship of the amendment, there is no libel; certainly that is so unless express malice is found."

The judge cited earlier cases holding that "fair comment is no libel."

Judge Whelan said that he had taken judicial notice of the contents of the Francis amendment and its history. Mr. Francis and numerous supporters throughout the state contended the amendment was necessary to protect the state from the Communists.

Mr. Casady and numerous others throughout the state called the proposal a "witch-hunting" device which would unfairly subject the state's teachers to inquisitions in violation of their Constitutional rights.

Judge Whelan referred to one editorial, which Mr. Francis complained of, in which the amendment was called "the brainchild of a witch-hunting assemblyman whose outstanding characteristic is a craving for the spotlight. It is Louis Francis' bid for immortality."

'Not Defamatory'

The judge observed: "Needless to say, neither a desire for public recognition nor for posthumous fame is a base or dishonorable motive. Those references are not defamatory."

He also observed that the newspaper did not mean to imply that Mr. Francis was actually engaged in ferreting out witches in the literal sense. The judge said that the editorial was not even aimed primarily at Mr. Francis.

"Rather," he said, "the editorial is directed at what it terms 'gutless public officials' and others who endorsed the Francis amendment.

"The editorial does use strong language against the amendment to the general effect that it is ill conceived, badly written, unnecessary, redundant, and is discriminatory and unfair to the teaching profession.

"Regardless of the forceful language used by the publisher," the judge continued, "all of it is within the bounds of fair comment upon a subject of great public interest.

"To the extent that strong condemnatory language is used against proposed legislation, the condemnation will reflect upon the wisdom, ability, and intelligence of the author of the legislation.

"If so, he must accept it as a necessary consequence of his sponsorship."

The plaintiff, Judge Whelan said, "seems to argue that a trial jury or judge might find that the Francis amendment was wise, farsighted, masterfully designed, carefully written and indispensable to the safeguarding of our liberties: and that upon such finding it would be clear that the reflection upon plaintiff's ability, intelligence and wisdom implicit in the disparagement of the amendment is false and defamatory.

"But the right of fair comment is not so circumscribed. Here we are in the field of opinion where one man's flower is another man's weed.

"One who exercises the privilege of fair comment is not required to do so at the hazard of being always right in matters of opinion."

•

Press Turns Out For Governors

MIAMI BEACH, Fla.

Maybe it was the interest in next year's Presidential election. Or in how the new Mrs. Rockefeller met the press.

Whatever, this year's conference of State Governors drew not only a record turnout of state and territorial chief executives (51 showed up) but also a record turnout of press.

Brevard Crihfield, patient though overburdened Secretary of the Governors' Conference, said the 265 news people (a few of whom were admittedly vacationing wives of working newsmen) "beats our past record." It was, in particular, larger than the group of newsmen who found their way to Hershey, Pa., just a year ago.

News Twist

Also added as a news twist to the session was the presence of a pair of newsmen from West German TV, Washington, who were making some filmed comments on the affair. Normally, the conference is considered to be a kind of "reward" for the statehouse reporter. Sometimes the paper or other media pay the way — in many cases the newsmen simply climb on board their governor's plane and ride for free.

As so often happens in the year before a Presidential election, a goodly smattering of national columnists showed up for the affair from Washington. This included people like Roscoe Drummond, *New York Herald Tribune;* Holmes Alexander, McNaught Syndicate; Doris Fleeson, United Features, and Charles L. Bartlett, *Chicago Sun-Times.*

Others down from Washington included John C. O'Brien, *Philadelphia Inquirer;* Warren Rogers, Hearst Newspapers; Jack Steele, Scripps-Howard; Richard Strout, *Christian Science Monitor;* Bob Albright, *Washington Post*, and Richard Wilson, Cowles Publications.

Freedom Purchases Four Papers

SANTA ANA, Calif.

Freedom Newspapers, Inc., has bought two tri-weeklies and two weeklies in La Habra and Brea, in northern Orange County.

Earl G. Parsons, a former executive of the *Los Angeles Examiner* before buying the weekly *La Habra Star*, built it up into a large tri-weekly paper and also purchased the adjacent *Brea Progress* and converted it into a tri-weekly. He also published the *La Habra Advertiser* and *Brea Progress Advertiser*, both weeklies. The papers are distributed in the cities of La Habra, Brea, La Mirada and Whittier. Mr. Parsons sold his entire La Habra Publishing Company, Inc., to Freedom Newspapers.

Addition of the 31,000 combined circulation of the four papers brought the total circulation of Hoiles-owned newspapers in excess of 300,000. Besides the *Santa Ana Register* and La Habra-Brea papers, the group publishes the *Anaheim Evening Bulletin* and the *Marysville Appeal-Democrat* in California.

In Texas, it publishes the *Brownsville Herald*, *Valley Morning Star* in Harlingen, *Valley Evening Monitor* in McAllen, *Odessa American* and *Pampa Daily News.*

Ohio papers are the *Lima News* and *Bucyrus Telegraph-Forum.* Others are the *Colorado Springs* (Colo.) *Gazette-Telegraph* and *Clovis* (N. M.) *News-Journal.*

Mr. Parsons will remain as publisher of the La Habra operation when the transfer takes effect Aug. 1. Lee Kenworthy is editor and Thomas McCann, managing editor, of the La Habra-Brea papers.

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Cite Newsman-Diplomat For Embassy Rule

HYANNIS, Mass.

President Kennedy announced his acceptance of the resignation of Robert M. McKinney as ambassador to Switzerland. Mr. McKinney is the publisher of the *Santa Fe New Mexican.*

Swiss officials and business leaders expressed their regret at the departure of Mr. McKinney after two years service. He earned high praise from Swiss officials in his handling of the Cuban crisis last October and was hailed as a developer of good will.

Newspaper Group Studies Computers

The growing influence of computers in the newspaper business was studied by 38 newspaper business and financial executives July 8-12. Representatives of newspapers from 16 states participated in a comprehensive program developed jointly by the Institute of Newspaper Controllers and Finance Officers (INCFO) and the International Business Machines Corporation. Site of the meeting was the San Jose, Calif., Education Center of IBM's Data Processing Division.

Significant among the points developed during the week-long sessions was the emerging interrelationship of data processing problems and opportunities arising on both the financial and production sides of the newspaper business. As the controller of one newspaper group noted, "We financial people were the first to get into data processing, but in the long run, the really big savings available to newspapers through the use of computers will be on the production side."

Low-Cost System

This interrelationship was discussed by Robert Quasha, IBM systems engineer from the company's Miami, Fla., office. Mr. Quasha described a low-cost computer system designed to produce justified and hyphenated punched paper tape for classified ads and to handle all related bookkeeping operations in a single, integrated operation.

Fundamentals of computerized typesetting were discussed in detail by Pierre Blondeau, now IBM's printing and publishing special representative for the Midwest, who formerly worked closely with the Oklahoma Publishing Company on development of its computer installation and typesetting program. Mr. Blondeau is currently working on installation of several similar systems including one at the *South Bend* (Ind.) *Tribune* which is scheduled to be in operation this fall.

Other participants in the program, and invited guest speakers described computer uses that have already proved beneficial to newspapers across the country. Specialized applications were reviewed by Carl Delaney, data processing manager, and Walter M. Africa, assistant controller, of the *Los Angeles* (Calif.) *Times*. Mr. Delaney described use of the Time's IBM 1401 computer system for advertising billing. Mr. Africa, along with Thomas Caplet, business manager of the *South Bay* (Calif.) *Daily Breeze*, discussed alternative methods of handling circulation accounting and related data processing functions.

Other Uses

In addition to examining computer uses in advertising, classified, circulation and typesetting, the group at the seminar dealt with general ledger accounting, financial reporting, label writing, capital investment analysis, payroll and accounts payable processing, newsprint inventory control, plant and equipment accounting and Tele-Processing — the transmission of data between computers and remote terminals. Also included in the program was study of data processing applications for radio and television, among them control of availabilities, log writing and billing.

Business Manager William B. Chawgo, of the *Aurora* (Ill.) *Beacon-News*, chairman of INCFO's data processing committee, reviewed Copley Newspapers' experience over the years with punched card data processing applications in the financial area, installation planning, and data processing management. The future of data processing in newspapers was discussed by Thomas N. Billings, controller of Copley Newspapers.

Early in the program, the participants were oriented in several sessions on the evolution of computers, programming concepts, and approaches to data processing.

* * *

NEW TECHNIQUE

The Government Printing Office on July 18 demonstrated the publication of a booklet by a new technique. The technicians, using an RCA-301 Computer, have devised a computer program to convert on magnetic tape data existing on punchcards from all capital letters to upper-and-lower-case letters with punctuation.

•

Newspaper 1 Names Operating Chairman

CHICAGO

Fred Stapleford, business manager of the *Philadelphia* (Pa.) *Inquirer*, and Vance Stickell, advertising director of the *Los Angeles* (Calif.) *Times* have been named co-chairmen of an operating committee for Newspaper 1, a new organization for the promotion and sales of national newspaper advertising (E&P, June 22, page 9), it was announced by Walter C. Kurz, acting for the originating committee of newspaper 1.

The co-chairmen will name the operating committee which will direct administration, sales, research and marketing activities of Newspaper 1, a group of 30 newspapers across the country.

Pressmen Win Miami NLRB Case

WASHINGTON, D. C.

Miami Newspaper Printing Pressmen's Local 46 was upheld July 18 by the U. S. Court of Appeals in an election suit against the National Labor Relations Board involving the *Miami* (Fla.) *Herald*. The decision overturned an order of the U. S. District Court of the District of Columbia, which had dismissed the suit.

As Bargaining Agent

The union sought certification by the NLRB as bargaining agent for Herald employees and on Aug. 1, 1961 began a strike against the Miami newspaper. The NLRB regional director ordered an election July 25, 1962. A request by the Herald for a review of this order was denied, and action was brought in U. S. District Court of Florida to enjoin the election which was denied. On Nov. 8, 1962 the NLRB affirmed the original action supporting the election and directed a rerun set for Dec. 3, 1962.

Sought Certification

The union contended the NLRB was required to certify the July 25 election, because the National Labor Relations Act says that if the NLRB finds that a "question of representation exists, it shall direct an election by secret ballot and certify the result."

The Appeals Court agreed, stating "the failure to do so amounted to arbitrary and capricious conduct by the board, depriving the union of a right given by the Act."

COMPUTER CONFERENCE— Among those studying the future of newspaper computers were (from left): Patrick J. Hession, controller, *Salt Lake City* (Utah) *Telegram-Tribune;* Cleo Smith, controller, *Phoenix* (Ariz.) *Republic* and *Gazette;* Roy A. Walden, chief accountant, *South Bend* (Ind.) *Tribune;* William B. Chawgo, business manager, *Aurora* (Ill.) *Beacon-News;* W. A. Noiret, controller, *Chicago* (Ill.) *Tribune;* Willard P. Britton, comptroller and assistant treasurer, Northwest Publications; Robert R. Johnson, IBM class coordinator.

Senate Investigates Portugal Publicity

WASHINGTON

The Senate Foreign Relations Committee made public closed door testimony that the New York public relations firm of Selvage & Lee helped set up a committee of Portuguese-Americans, paid its chairman $400 a week and used it to lobby for Portuguese colonial interests.

The committee was the Portuguese-American Committee on Foreign Affairs and its chairman was Martin T. Camacho, a Boston attorney, who is a native of Portugal.

Both the public relations firm and the committee chairman issued statements that their activities advanced U. S. interests.

Speeches in Congress

Mr. Camacho said he arranged for several Congressmen to make speeches on "Portuguese Day" last October and that Selvage & Lee wrote most of the speeches.

The testimony showed the publicity firm tried to build up good will for Portuguese colonial policies through the American Negro press, financed a trip to Africa by two Negro newspapermen and paid a Negro information officer of the Agriculture Department $1,000 and expenses for a survey on sentiment to Portugal in Negro press circles.

$500,000 A Year

The record showed that Selvage & Lee signed a $500,000-a-year contract with the overseas companies of Portugal, a group of business firms operating in the Portuguese African colonies of Angolia and Mozambique. The total included a $75,000 annual fee for Selvage & Lee. It was said the contract was not with the Portuguese government.

"The process of government is never endangered by the light being turned on in obscure corners abroad or here and this we have helped do," read a statement by Selvage & Lee. "We believe we have established a record of competent work done under difficulties. We expect to continue in the same way."

The firm denied any willful violations of the Foreign Agents Registration Act. Both the firm and Mr. Camacho's committee were registered with the Justice Department as foreign agents. The testimony was taken in April and May.

Chronicle Sold

(*Continued from page* 14)

ning often as many as 32 pages. It publishes five days a week as a daily. Mondays through Thursdays the paper is sold at 5c a copy. The Friday paper sells for 10c with a comic section.

Circulation as a daily fell off at first to 5,000, according to Mr. Brown. Then, he said, it started to build back to 8,500.

Mr. Harkey Jr., is a native of New Orleans, La. His father is a director of the *New Orleans* (La.) *Times-Picayune*. Mr. Harkey Jr., began his career as a cub reporter for that paper, then bought the Chronicle in 1949.

A majority of the Pascagoula townspeople opposed Mr. Harkey's liberal editorial policies. When it was announced that his editorials had won the Pulitzer Prize, Mayor Ben Briggs commented: "I hope he deserves it."

Prior to this honor, Mr. Harkey also won the Sigma Delta Chi Award for Public Service. On the day it was announced he attended the local Rotary luncheon. The news was silently received, he related. In contrast, a member announced he had become a new grandfather and received wild applause, Mr. Harkey related.

In June, Mr. Harkey also received a citation for promotion of brotherhood by the National Conference of Christian and Jews. He also won the Sidney Hillman Foundation Award and the Paul Tobenkin Memorial Award of the New York Newspaper Guild.

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Great Northern Promotes Seven

The newly-created position of general sales manager of Great Northern Paper Co. has been filled by John H. Staples, it was announced by Robert A. Haak, vicepresident in charge of sales.

Mr. Staples was formerly manager of sales-newsprint. As general sales manager, he will be responsible for all domestic sales of newsprint and specialty paper grades manufactured by the company.

Robert R. Powell has been promoted to the position of manager of newsprint sales. He joined Great Northern in February of this year.

Howard Willets Jr., former manager of sales-specialty paper, was promoted to executive director of sales development. In this capacity, Mr. Willets will be responsible for all grades of Great Northern papers domestically.

Other promotions were: Richard V. Osborn, former director of technical sales service, to managing director of technical sales service; William E. Cozens, who previously held the position of assistant manager-specialty paper, to manager of commercial sales; John A. Sayre, formerly district sales manager - Chicago, to district sales manager-Cincinnati; and Charles D. Tiedman, former sales representative, to district sales manager-Chicago.

•

Foreign Press Assn. Ball Set for Oct. 8

The ninth International Press Ball of the Foreign Press Association will be held in the Grand Ballroom of the Waldorf-Astoria on Oct. 8, it has been announced by George N. Fenin, president of the Association. Proceeds of the dinner dance will be shared by the United Nations Children's Fund (UNICEF) and the Community Service Society of New York.

The Foreign Press Association, which this year is celebrating its forty-fifth anniversary, is an organization of newspaper, radio network and news agency correspondents for 52 countries.

Press Rates

(*Continued from page* 13)

Syndicate, Copley Press, Chicago Tribune-New York News Syndicate, *Washington Post-Los Angeles Times*.

In prepared statements, the press spokesmen urged the FCC to exempt the press from rate increases.

Stanford Smith, general manager of the ANPA, said increased line rates would aggravate a situation which has seen a 225% rise in newspaper costs since 1946 while revenues have gone up only 175%. He said an increase would further discriminate against newspapers in their competition with radio and television stations. He said broadcast stations get free use of the air waves to disseminate their news while newspapers have to invest in costly distribution systems.

Harry Flory, general manager of communications for UPI, said in a statement that it currently costs UPI approximately $4,614,984 a year for private line services. He said the proposed rate increases would cost UPI another $628,572 annually, a jump of 13.6%.

The Hearst Newspapers said that as of Feb. 15, the prescribed rates would have subjected them to an increased annual cost of $103,000.

Several spokesmen said a rate increase inevitably would cause a diminishing flow of the news and the American people would be the losers.

Pending further hearings, the press is exempt temporarily from the rate increase.

Meanwhile, in New York, a spokesman for the AT&T said the company was faced with the dilemma of trying to determine which customers qualify under the FCC definition of the press.

It was understood one New York publishing house which publishes several daily, weekly and semi-monthly trade and specialized newspapers had been notified it would have to pay the higher rate along with other commercial customers. After consultation, however, the company agreed the publisher qualified as press for the press rate.

"If there is a question one way or the other, we are trying to agree on an interpretation," said an AT&T spokesman. "When we got the order from the FCC we in effect tried to interpret this definition in light of customers who might and might not apply. That is essentially what we are doing now."

Shop Talk

(*Continued from page* 64)

profitably use some form of joint study committee.

"An encouraging note in the collective bargaining scene is that the termination of recent major work stoppages has resulted in the parties resolving that they will not happen again and in their formulating plans for procedures to avoid the use of economic power in future negotiations."

Which raises the question in our mind:

"What ever happened to the plans for a labor-management 'summit' meeting in the newspaper business to discuss current and future problems and opportunities?"

•

Special Enclosure Has Pope's Picture

DETROIT

It took some doing, but readers of the *Detroit News* were treated to a full color photograph of Pope Paul VI on July 2.

With a timetable that allowed for little variance, the News had the Pope's picture printed on 60-pound coated book paper in a special enclosure inserted in all editions of the paper that day.

The picture was taken in Rome by Ollie Noonan Jr., a photographer for the *Boston Globe*, with which the News has an exchange agreement. It was sent by plane to Detroit where engravers and printers of the Safran Printing Co. were waiting.

Included in the enclosure, which was designed for framing, was a biography of the new Pope by Harold Schachern, Detroit News religion writer who covered the burial of Pope John XXIII and the coronation of Pope Paul.

Safran also ran off 375,000 copies of the enclosure for the *Cleveland Press*.

•

Lauds Canada's Press

QUEBEC

Canadian newspapers enjoy more freedom than any in the world, A. F. Mercier, president of the Canadian Press, said here on a return from attending the International Press Institute in Stockholm and the Commonwealth Press Union in London. Mr. Mercier is vicepresident and general manager of *L'evenment* and *Le Soleil* of Quebec.

Referring to Sweden, Mr. Mercier said its labor relations laws should serve as an example to the whole world.

Town Council Meeting Minutes Open to Public

PROVIDENCE, R. I.

Judge Stephen A. Fanning of Superior Court ruled here this week that minutes of a Town Council meeting are a matter of public record and must be made available for inspection.

He handed down the decision in answer to a petition by Mario R. Russillo, Johnston Town Clerk, seeking a decision that he has a right to perform his duties free from attempts by the town counsel to strip him of some of his responsibilities.

Mr. Russillo filed a complaint last February after the council adopted a new procedure which provided for the appointment of a secretary to act for the council, take minutes of its meetings and perform other services.

In his decision Judge Fanning said: "The court declares that the Town Clerk is the proper party to take, keep and maintain the official minutes of the town council proceedings, and that said documents, once acted upon by the Town Council, are to be delivered to the custody of the duly elected Town Clerk for recording for preservation thereof as public records.

"The records of meetings of a Town Council are public records and must be made available to public inspection. Documents presented to the Town Council, no matter by whom presented, and considered and acted upon by the Town Council are part of the public record and ought to be surrendered to the town clerk for inclusion and preservation in the public records."

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HOE OFFSET ROTARY WEB PRESS, 4 units, 16 full newspaper pages to each unit, twin folders, automatic paster rollstand. Press, 21 N. Main, East St. Louis, Ill.

Wanted to Buy

NEWSPAPER PRESSES
COMPLETE PLANTS
MAT ROLLERS
STEREO EQUIPMENT

BEN SHULMAN ASSOCIATES
60 East 42nd St., N.Y. 17 OXford 7-4590

Linotypes—Intertypes—Ludlows
PRINTCRAFT REPRESENTATIVES
136 Church Street, New York 7, N. Y.

USED PLATE ROUTER for a 22¾" cutoff, 7/16 plate. Used Capco color fountains. News-Herald, P.O. Box 351, Willoughby, Ohio.

PLATE FINISHING MACHINE in good condition for 8-col., 11-em tubular press use. Write full details, including price, to Niles Daily Star, Niles, Mich.

PLEASE STATE BEST CASH PRICE on 12 to 16-page Tubular press and give details. Box 129, Editor & Publisher.

E&P Employment Zone Chart

Use zone number to indicate location without specific identification

Help Wanted

READ THESE COLUMNS FOR THE BEST JOB OPENINGS IN THE NEWSPAPER INDUSTRY

Administrative

MAN-WIFE TEAM who can stand the challenge of complete management of competition weekly newspaper in Zone 4. All duties except mechanical are necessary in this small chain operation. Must sell, write, think, dig, sell, and love weekly journalism. State all background and salary requirements, first letter. Ownership in paper possible for right team. Box 99, Editor & Publisher.

RAPIDLY-GROWING SUBURBAN Weekly offset newspaper chain, N. Y. metropolitan area, offers unusual opportunity for an experienced operator who has established a successful record as a business-advertising manager. Qualifying on this property may lead to ownership. All replies treated in confidence. Send resume to Box 170, Editor & Publisher.

Artists-Cartoonists

EDITORIAL CARTOONIST, experienced, for Florida paper. Must be able to do personalities, work up gags and good sense of humor. Draft exempt or military service completed. Submit full background, references, samples. Box 108, Editor & Publisher.

CARTOONIST GAG WRITER. Ghost successful nationally-syndicated comic. Box 154, Editor & Publisher.

WANTED: General editorial artist-cartoonist immediately for Sunday newspaper with own magazine. Box 132, Editor & Publisher.

Circulation

CIRCULATION MANAGER — NYC industrial newspaper seeks experienced, energetic man to direct circulation fulfillment, promotion and mailing. Box 112, Editor & Publisher.

MOVE TO CALIFORNIA! Young man needed for Home Delivery district, medium-sized daily. Cash bond required. References will be checked. Should have at least 1-year experience with "Little Merchant Plan." Box 115, Editor & Publisher.

CIRCULATION MAN WANTED for fast growing weekly newspaper chain in Zone 9. Must have newspaper circulation experience. Want aggressive young man who can handle himself with carriers and supervisors. Experience in carrier promotions important. Good opportunity for young man willing to prove himself a self-starter. Write giving complete personal data to Circulation Manager, Clarke Papers, 2027 NW Overton St., Portland 9, Oregon.

NEW JERSEY P.M. DAILY wants a district manager, skilled in carrier collections, solicitation and carrier promotion. Write experience, qualifications, references and salary first letter. Box 164, Editor & Publisher.

Classified Advertising

RIGHT PERSON TO BUILD classified from ground up for solid 10,000 + metropolitan ABC weekly, Zone 2. Write fully. Box 152, Editor & Publisher.

CLASSIFIED AD MANAGER

Here is an exceptional opportunity with great potential for experienced CAM or assistant ready to move up. Desire man with progressive promotional ideas, staff and sales organizational ability. Immediate opening, permanent position. Top salary, paid vacation, life insurance, hospitalization, pension, other benefits. Finest working conditions in excellent community. 14,000 ABC afternoon daily. Give complete background, personal data, photo, first letter. Confidential. D. F. Daubel, The News-Messenger, Fremont, Ohio.

Classified Advertising

"PHONE ROOM" SUPERVISOR
Immediate opening with one of the Leading MES (Zone 6) Gulf-South Newspapers; ABC city zone population in excess 220,000. The person we desire may be presently employed, but is interested in a change with a future. Must have a general background in Classified Advertising "Phone Room" work, a top-notch producer and be able to supervise staff of 10 or more. Our phone-room layout facilities are among the most modern and finest. Write giving complete resume age, marital status, employment record, references; salary expected. Enclose snap-shot. Replies confidential. Box 111, Editor & Publisher.

Position open for AGGRESSIVE CLASSIFIED SALES MANAGER, able to train, supervise and generate enthusiasm in sales force. Copywriting and layout experience essential. Salary commensurate with qualifications. Send complete resume and photograph to Fred Dunster, CAM, Oakland Tribune, P.O. Box 509, Oakland, California 94604.

CLASSIFIED ADVERTISING SALESMAN for Chicago and Suburban weekly combination. Excellent opportunity for right man to become dept. manager. Salary-comm. Complete resume to Box 150, Editor & Publisher.

Display Advertising

EXPERIENCED AD SALESMAN to call on and service local retail accounts. Afternoon daily, Zone 5, 27,000 circulation, Kenneth W. Carey, Mason City Globe-Gazette, Box 271 Mason City, Iowa.

TOP RETAIL SALESMAN to handle major accounts. We want the kind of man who aspires to be a retail advertising manager and has that kind of ability. This job offers an unusual opportunity with unlimited possibilities for a man whose future is ahead of him. Advertising manager or top retail man presently on a mid-western newspaper might find this a most desirable move. Department store selling experience desirable. All applications held confidential. Write Louis D. Young, Advertising Director, The Indianapolis Times, A Scripps-Howard Newspaper.

DISPLAY ADVERTISING SALESMAN

THE SACRAMENTO BEE has an opening for versatile, experienced advertising salesman. Good layout ability and a proven record on new business and overall linage productions are important. Expanding market area. Job offers excellent opportunity, employee benefits. Send detailed experience and personal data resume to:

Personnel Dept.
THE SACRAMENTO BEE
Sacramento, California

DISPLAY SALESMAN
TO WORK WITH SHOPPING CENTERS
Due to fast expanding metropolitan area and creation of many perimeter shopping centers and shopping areas, we are looking for a man who has a good sales background and experience in organizing groups of merchants and planning their shopping center promotions. Must have good leadership ability and promotional background and be able to talk the "merchants' language." Retail display experience very helpful. Send full particulars, including past earnings, to Box 133, Editor & Publisher. All replies confidential.

NEWSPAPER GROUP has opening for ad staff man. Some experience desired. Good advancement possibilities. Write: William Burfeindt, Daily Sentinel, Woodstock, Ill.

Display Advertising

AGGRESSIVE, FAST-STEPPING, hard-working Advertising Manager is what we're looking for on leading twin New Jersey weeklies. Must be strong in promotions and layouts. Top pay, terrific opportunity for right person. Send complete resume and work samples if available to L. Grande, Nutley Sun, 386 Franklin Avenue, Nutley, N. J. No phone calls, please.

NEEDED AT ONCE! — Advertising Representative for Virginia's second largest weekly paper. Must be experienced in lay-out and sales. Good opportunity for right man. Apply: Randall E. Brannon, Advertising Manager, Loudoun Times-Mirror, Leesburg, Virginia.

Editorial

EXPERIENCED NEWSMAN, Zone 2. Several openings. Earn promotions in a growing Group. Send resume, samples of published work. Personnel Office, 503 Gannett Newspapers Bldg., Rochester, N.Y., 14614.

GROWING ZONE 2 COLLEGE seeks young newsman, age 25-28, with 2-4 years' experience for No. 2 spot on expanding PR staff. Emphasis on good news and feature writing. Must be self-starter who can assume wide range of responsibility with limited direction. Degree required. Box 102, Editor & Publisher.

ONE-MAN SPORTS DESK. Five-day, A.M. Permanent man to start this summer. Send details of experience, salary range to: Phil Wagner, Casper Morning Star, Box 80, Casper, Wyo.

DESKMAN-REPORTER — experienced reading copy, heads; some reportorial work. Connecticut daily. Send full details, salary expected. Box 70, Editor & Publisher.

EXPERIENCED REPORTER familiar with all beats, and an experienced deskman, for metropolitan Midwest evening daily in Zone 5. In addition to usual fringe benefits, chance to develop with progressive staff. Send clips, resume, references and salary expected. Box 62, Editor & Publisher.

NIGHT EDITOR — Require reporting, layout, feature story abilities. Good spot for young, energetic news man. Many benefits. Write: G. D. Whitney, Pharos-Tribune, Logansport, Ind.

OPPORTUNITY IN OREGON for young experienced reporters and news editors in expanding organization. Small daily, large weeklies. Full particulars to the Albany Democrat-Herald, Albany, Oregon.

PACIFIC NORTHWEST county seat weekly in agricultural area needs reporter-news editor. Want experienced man or woman or bright journalism grad. No job for an "old-timer." Good pay, Job steady. Send references. Write Box 58, Editor & Publisher.

SOCIETY-WOMAN'S PAGE EDITOR for New England (20,000 cir.) morning newspaper in city of 50,000. Congenial surroundings. Box 85, Editor & Publisher.

SOLID FUTURE OFFERED versatile, young reporter on staff of 25,000 daily, Zone 5. Camera ability helpful. Working conditions superior. Pay, extra benefits attractive. Send resume, references, clips to Box 44, Editor & Publisher.

SPORTS EDITOR, in late August, for 8,000 circulation Southwest Michigan daily in highly competitive situation. Some camera knowledge — previous experience helpful. Will consider right J-grad. Box 72, Editor & Publisher.

CITY EDITOR on employee-owned 14,000 afternoon daily in growing university town. Opportunities for stimulating work, advancement and financial interest. Seek man about 30, with 5 to 10 years of solid, varied desk and reporting experience. Write: Managing Editor, Press-Citizen, Iowa City, Iowa.

Editorial

DESK MAN, experienced, to become assistant city editor of morning newspaper in Central Virginia city of 60,000; five-day, 40-hr. week; numerous fringe benefits. David W. Wright, Managing Editor, Lynchburg News, Inc., Lynchburg, Va.

EDITOR for daily paper in small town in Indiana. Five-day week; 4,900 circulation; writing, editing, photos. Give references, experience. Box 95, Editor & Publisher.

EXPERIENCED Police-Local Government Reporter, afternoon daily city of 45,000, Zone 8. Box 124, Editor & Publisher.

EXPERIENCED REPORTER for city hall-police beat on 27,000 ABC afternoon daily. Zone 5. Weekly salary range $110-plus. Box 101, Editor & Publisher.

FINANCIAL WRITER

Major Midwest metropolitan morning daily (Zone 5) has an opening for a financial writer at the beginner's level. Applicant should have a college background and be interested in financial writing and editing. This opportunity offers top benefits.

Box 127, Editor & Publisher

IMMEDIATE OPENING
Reporter and/or wire desk trainee needed on 6,000 daily a.m. paper in Southwestern Pennsylvania resort area. Box 110, Editor & Publisher.

MAGAZINE ASSISTANT EDITORS—one industrial; one merchandising. Mid-South location. Prefer J-School graduates with some experience — features, news, layout and makeup leading to top editorial place. Send resume and salary expected. Box 123, Editor & Publisher.

MANAGING EDITOR-WRITER for 12,000 circulation employee publication. Investor owned electric & gas utility. Strong on features, layout, some photography, state-wide travel. Located in medium-sized city. Newspaper and some publication experience desirable. In $7,000.-$7,500. bracket. Send resume to Employment, Consumers Power Company, 212 W. Michigan Ave., Jackson, Michigan. An equal opportunity employer!

NEWS EDITOR for North Carolina's award-winning semi-weekly newspaper. Permanent job with good pay. Air-conditioned plant. State all first letter including experience, salary expected, references, etc. H. F. Laffoon, Publisher, The Elkin Tribune, Elkin, N.C.

BEGINNING REPORTER who wants to learn, and seeks advancement, on 40,000 plus N.J. daily handling features, interviews, club news and correspondent's copy. Good opportunity for qualified beginner to gain broad reporting experience. Excellent pay for young, inexperienced hard worker. Top fringes. Car helpful but not required. Box 155, Editor & Publisher.

SPORTS COPY READER

Metropolitan daily in zone 2 needs an experienced copy reader for sports. Send detailed resume including experience, salary requirements and references to:

Box 128,
EDITOR & PUBLISHER

HELP WANTED

Editorial

POLICE-COURTS REPORTER, young, experienced, for Central Virginia morning newspaper. Five-day, 40-hr. week; numerous fringe benefits. David W. Wright, Managing Editor, Lynchburg News, Inc., Lynchburg, Va.

REPORTER for general assignments and school board on 6-day week P.M. in pleasant college city near Blue Ridge Mountains. James A. Hodges, City Editor, The Daily Advance, Lynchburg, Va.

SPORTS — column, local coverage, some desk — for 6-man combined staff of Zone 5 A.M.-P.M. staff in city of 80,000. Box 118, Editor & Publisher.

SPORTS WRITER
for 60,000 p.m. daily in growing area with good recreation facilities. Seek man with 1-2 years' experience for four-man department. Send resume, salary requirements to Harry Reed, Managing Editor, The Pontiac, Michigan, Press.

WHERE IS THE YOUNG Editor-Reporter who likes working in and with small towns for a paper with metropolitan standards? He may be heading a better-than-average weekly or a desk on a smaller daily; he should be a fast writer, a sharp editor, aware of layout, adequate with the camera, interested in running his own department and, eventually, his own paper. The job: State Editor for the Sandusky (Ohio) Register, on Lake Erie. Send photo, work samples to: W. N. Roesgen, Managing Editor.

WOMEN'S CLUB NEWS EDITOR: Opportunity with a future for an energetic and resourceful person. Start on or about September 1, 1963. Direct summary of experience and references to Personnel Manager, The Cincinnati Enquirer, 617 Vine St., Cincinnati 1, Ohio.

YOUNG REPORTER — Zone 3 P.M. daily needs court reporter. Write or 'phone: Managing Editor, Hopewell News, Hopewell, Va.

HELP WANTED

Editorial

WANTED, GENERAL REPORTER, by Virginia p.m. daily, circ. 14,000, with outstanding fringe benefits. Must be able to take occasional photos. Write personal summary and salary requirements to Box 90, Editor & Publisher.

ZONE 5 DAILY,25-30-M circulation, wants editor to take charge of news staff of 20 persons, develop ideas, plan sharp coverage. Must have all editing skills, mature judgement, enthusiasm. Solid future offered. Excellent pay, liberal benefits. Send all details, plus photo if available, to Box 121, Editor & Publisher.

EDITORIAL WRITER

For Major Boston

Radio Station

WEEI-CBS is looking for an energetic writer, preferably with newspaper experience, who wants the best radio opening in New England.

Must have proven writing and research ability to handle editorial researcher-writing position. Also knowledge of Massachusetts politics at state and local level. Send complete resume and photo to:

Thomas Y. Gorman
Vice-President & General Manager
WEEI-CBS Radio
182 Tremont St. Boston-11, Mass.

EXPERIENCED WOMAN REPORTER by Aug. 15 to edit society, church pages, school news and board meetings. Heads, layout. Prize-winning suburban weekly. Good pay, excellent benefits. C. W. Bowers, News-Record, Zelienople, Pa.

HELP WANTED

Editorial

CHALLENGING SPOT

for top-flight reporter who wants to do a thorough job of covering municipal beat including city council, school board, police, court and features for national award-winning, rapidly-growing, medium-sized daily on the fringe of the N.Y.C. metropolitan area. Need real digger with writing flair to report accurately and fairly without outside pressure. Reliability, responsibility, initiative are essential. Night side, car a must. Top pay, best benefits. Opportunity for advancement. Right spot for man (or woman) to display talents. Box 134, Editor & Publisher.

DESK-REWRITE. Nights. Afternoon and Sunday morning suburban daily. San Francisco Bay area. Box 144, Editor & Publisher.

GENERAL NEWS REPORTER who knows how to find a story then write it. Prefer minimum three years' experience. Zone 5. Challenging, lucrative opportunity for right man. Give complete resume, salary requirements first letter. Box 1780, Editor & Publisher.

GROWING DAILY in growing Southeastern Washington needs experienced Top General Staff reporter. Please air mail personal data, experience and references to Donald A. Pugnetti, managing editor, Tri-City Herald, Pasco, Washington. All replies confidential.

REPORTER-PROTOGRAPHER for daily newspaper. Some experience desired. Good opportunity for young man or lady on their way up. Write: William Burfeindt, Daily Sentinel, Woodstock, Ill.

SPORTS REPORTER WANTED. Right man would become Sports Editor. Area on Jersey coast famous for boating, fishing, etc. Weekly newspaper building a new plant and has eye on daily side. Full details, etc. Box 165, Editor & Publisher.

YOUNG REPORTER or J-grad with real feature writing flair — and clips to prove it — for Great Lakes daily, 25,000 circulation. Send photo, samples. Box 172, Editor & Publisher.

Free Lance

ESTABLISHED WRITER to work with Midwestern university on stories for placement in national publications. Story ideas furnished. State qualifications and terms. Box 91, Editor & Publisher.

STRINGERS WANTED
Monthly Printing Trade Newspaper
Box 93, Editor & Publisher

CORRESPONDENTS NEEDED in Phila., Sana Francisco, Nashville, Atlanta, Baltimore, Dallas, New Orleans and Minneapolis to serve as regional editors for semi-monthly merchandising magazine. Liberal space rates + assignments. Chance for substantial earnings. Box 169, Editor & Publisher.

Mechanical

MACHINISTS: 65,000 Daily in So. California for night & lobster. Intertype Mixers, all TTS, Elrods, and Ludlows. Apply Production dept. San Gabriel Valley Daily Tribune Box 1228, Fleetwood Annex, Covina, Calif.

PRESSROOM FOREMAN — Strong Pressroom Foreman for night work. Union shop. Over 60,000 daily with extra press runs. Good pay, benefits and vacation. Write full details in first letter. Box 100, Editor & Publisher.

COMPOSING: Fast-growing Southern California Daily. Mixer Operators, TTS Perforators, Ad Make-up and Composing Room Machinists with TTS experience, 35 hours, $139.85—2 weeks' vacation — good hospitalization plan. Aply: Production Dept., San Gabriel Valley Daily Tribune, 2037 W. San Bernardino Rd., West Covina, Calif. Phone: 338-5511.

HELP WANTED

Mechanical

FOREMAN for 5-mach. TTS, rotary ltrpress plant. Open shop. W. J. Valentine, Daily Ledger-Gazette, Box 711, Lancaster, Calif.

MEDIUM-SIZED DAILY in Zone 4 seeking cost-conscious Mechanical Supt. who knows hot-type, cold-type, letterpress and offset production. Write Box 140, Editor & Publisher.

PRODUCT PLANNING

Man (26 to 40) with engineering, cost or marketing background who knows graphic arts, especially operations of publishing plant and equipment.

Will analyze customer production to justify converting to new equipment, and will investigate marketing potentials to warrant programming or projects in research and development.

We are leaders in letterpress and rotogravure manufacture — Chicago Area.

Box 135, Editor & Publisher.

Miscellaneous

JOB OPPORTUNITIES on Pennsylvania newspapers. Our members need well-qualified reporters, editors, advertising, circulation and back shop personnel. Write PNPA, 2717 N. Front Street, Harrisburg, Pennsylvania, for application form.

Promotion

PROMOTION CAREER OPPORTUNITY

The assistant promotion managership of one of the nation's largest metropolitan newspapers, on the East Coast, is open.

The man who will fill it is a leader . . . who can write dramatic, expressive advertising and circulation promotion copy for print, radio and TV quickly and quietly . . . who can direct a competent hard-working copy and art staff . . . and who understands how newspapers sell to both the public and advertisers in a competitive market.

This career opportunity on a newspaper with character and integrity includes many employee benefits—pensions, insurance, etc.

Our staff knows about this opening. All replies confidential.

Sell yourself completely, including salary requirements, in your first communication with Box 88, Editor & Publisher.

Public Relations

PR STAFF WRITER — Newspaper background with feature writing, business, financial news and building page helpful. Good opportunity with fringe benefits. Send resume to B. R. Londeree, Salary and Wage Administrator, Libbey Owens Ford Glass Company, 811 Madison Avenue, Toledo 2, Ohio.

EXPERIENCED PR MAN with newspaper training, Chicago press contacts, to handle large volume of product and corporate publicity, public-service seminars, lay out and write monthly company newspaper. Top company benefits, excellent opportunity for energetic, personable young man, good, fast writer. Box 145, Editor & Publisher.

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Situations Wanted

YOUR FIRST SOURCE FOR QUALIFIED PERSONNEL IN ALL NEWSPAPER DEPARTMENTS

Academic

EDUCATIONAL PR DIRECTOR wants college teaching. Experienced news side metropolitan dailies. Journalism M.A. Woman. Box 158, Editor & Publisher.

Administrative

DAMN GOOD MANAGER. Frustrated! Dedicated. Wants action, reward for results! Box 19, Editor & Publisher.

EXPERIENCED SALARIED PUBLISHER caught in middle of stockholder battle. Increased revenue 40 percent — cut overhead more than $40,000 annually in first six months on small offset daily; despite competition, increased circulation by one-third. Knows letterpress and offset, including commercial. Seeks secure management position leading to part or whole ownership. Box 97, Editor & Publisher.

RETIRED NEWSPAPER EXECUTIVE, with lots of experience, is available to Publisher having problems that require outside assistance. Small salary and percentage desired. Box 106, Editor & Publisher.

IF YOUR SEARCH for the right man to fill responsibile shoes has been fruitless, consider these qualifications: 14 years' extensive newspaper background — classified, retail, administrative — strong layout, copy, promotion, sales direction. Energetic, loyal, personable. Capable of handling responsible post on large, medium, small daily or allied business. Age 40, married, degree. Will relocate. Brief outline your requirements (include salary) brings complete resume. Box 166, Editor & Publisher.

PROBLEM SOLVER — Nine years' news and editing, 3 years' advertising; seeks challenge, Zones 6, 8, 9. Editing, management, promotion, sales. Top references. Box 146, Editor & Publisher.

SALE OF PAPER forces General Manager to seek another position. Offering 22 years' solid, successful experience in return for opportunity, challenge, permanency. Available 30 days. Box 163, Editor & Publisher.

Artists-Cartoonists

ARTIST/CARTOONIST
Seeks position in Art Department of a going publication in San Francisco Bay Region or Peninsula only. Fifteen years' experience: layout; cartooning; spots; lettering; B/W art and mechanicals; paste-up and photo-setting. Male, 36, vet, single, versatile, dependable, congenial. Currently A/C Denver. Quote salary in reply. Write Box 69, Editor & Publisher.

CARTOONIST
Twenty years' experience desires editorial cartooning job. Have brush — will travel! Box 148, Editor & Publisher.

Circulation

CIRCULATION MAN 40 years old experienced as City, Assistant, County and Motor Route Managers. Background of 14 years. Wanting top job on smaller evening paper. Now on 20,000 evening. Box 23, Editor & Publisher.

CIRCULATION BUILDER seeks a challenge from a publisher who can present future opportunity. Presently CM on small daily and weekly in East. Top background of 10 years, organization, proven increases and references. Box 117, Editor & Publisher.

CIRCULATOR — Manager 9,000 + daily and Sunday; 7 years' experience metro and small. ABC, carrier, agents, mail. Seek greater challenge in Zones 6, 7, 8. Box 107, Editor & Publisher.

Classified Advertising

CLASSIFIED MANAGER — Thorough knowledge of all classified. Dependable, hard worker, good results. Small to medium paper. Best of references. Air-Mail P. O. Box 1664, El Centro, Calif.

Correspondents

STOCKHOLM: Woman Writer seeks correspondent's post on U.S. or Canadian daily, weekly or syndicate. U.S. press syndicate experience. General news, features, science. Scandinavian, raised NYC, college. Fluent Swedish. Box 139, Editor & Publisher.

Display Advertising

ADVERTISING MANAGER or # 2 spot. Stymied present award-winning 20,000 + daily. Exceptional qualifications. Producer! Start $9,000.00. About Sept. 1st. Box 167, Editor & Publisher.

ADVERTISING SALES MANAGER, strong in plans, training. Rounded experience with 10,000 daily — ready for larger operation. Excellent linage record confirmed by figures. Age 42, degree, family, stable. Box 149, Editor & Publisher.

AGGRESSIVE AD MANAGER small daily seeks challenge offering good advancement potential. Age 31. Will locate anywhere. Excellent qualifications. Box 138, Editor & Publisher.

LAYOUT — COPY — SALES. Zone 1 or 2. Married, 29 years old. Now employed. Box 147, Editor & Publisher.

MANAGER, SALESMAN — daily or weekly. Ten years' experience all phases. Now employed on daily as # 1 man. Available Sept. 1st or later. Can arrange interview. Box 137, Editor & Publisher.

Editorial

MUST MOVE UP from dead-end position. Alert, creative, ambitious writer & editor seeks challenging opportunity. Prefers emphasis on writing such as feature, editorial, column, rewrite. Vet, J-grad, M.A. degree, Married. Box 6, Editor & Publisher.

BACHELOR NEWSMAN, 29, interested in Southern situation. Now employed. Box 61, Editor & Publisher.

EMPLOYEE-COMMUNICATOR, 36, nine years' experience. P.R. oriented. Available in San Francisco area. Will relocate for right job in Zones 8, 9. Box 46, Editor & Publisher.

TALENTED WRITER-EDITOR, BJ, 29, married. Excellent, experienced writer; capable artist-cartoonist-photographer. My samples speak louder than this ad. Box 47, Editor & Publisher.

WANT TO HELP HUBBY get his Ph.D. — seek challenging position with daily in university town. Prefer Midwest. Missouri J-grad, four years' newspaper-magazine experience. Qualified women's news editor. Now reporter on daily. Age 28, no children. Box 56, Editor & Publisher.

COMPETENT REPORTER seeks challenging job on progressive daily. Camera skill. Box 125, Editor & Publisher.

CALIF. OPENING? Nine years Midwest metro daily reporter-rewrite. Age 33. Ambitious, capable. Best references. B.S. Box 131, Editor & Publisher.

COPY EDITOR, 47, sixteen years' desk, wire, makeup on top dailies Trial acceptable. Box 156, Editor & Publisher.

EDITORIAL STAFF of literary magazine or publishing house in San Francisco area. August Army discharge. Experience with: advertising, PR firm, and as military press officer. B.A. English, graduate work; age 27, married. Box 141, Editor & Publisher.

Editorial

EDITORIAL WRITER: Experienced (over 5 years' editing, writing, metro and leg reporting); knowledgeable (MA international relations). Young (31), writer (now leg reporter in East) desires editorial writing job on liberal Democratic paper. Samples available. Box 159, Editor & Publisher.

OUTDOOR WRITER — Excellent experience. Resume, clips on request. Box 171, Editor & Publisher.

RAPID COPY
REWRITEMEN on dailies, big eastern city, offer fast copy service—air mail, special delivery from central Post Office — on material dispatched by newspapers magazines, radio-TV. Also makeup, heads, picture scaling, captions, radio spots. Will do research. Newsmen and girl of proven talent would make your editor more effective at less cost than extra help. Please query us. Box 51, Editor & Publisher.

REPORTER-REWRITEMAN, 33, eight years Midwest dailies. Fast accurate. Seeks advancement. Box 160, Editor & Publisher.

SCIENCE WRITER — Understandable reporting and skilled interpretation of science, military technology, political and social sciences by a thoroughly trained newspaperman. Award-winning photography. Top references. Box 161, Editor & Publisher.

SEVEN-ONE-HALF YEARS' VARIED, weekly to metro experience; asks responsible job, preferably on small-medium daily; 31; family. Box 143, Editor & Publisher.

SPORTS AND NEWS WRITER, deskman, makeup. Fast, versatile, 15 years top dailies, The AP. Zone 5, 2. Available now! Box 157, Editor & Publisher.

TELEGRAPH EDITOR, copy reader or makeup man — 20 years' experience major newspapers. Box 162, Editor & Publisher.

WIDE EDITORIAL and advertising experience (11 years M.E. 35,000 newspaper plus 5 years magazine; 5½ years group advertising manager chain 6 newspapers, 5 magazines; all with same employer); also World War II propaganda; now display salesman highly competitive market Canada; wants job, any capacity, utilizing this background. Age 43, married, 3 children. Excellent references, incl. present employer. For serious proposition prepared travel interview own expense. Box 1920, Editor & Publisher.

WRITER, 28, desires editorial job in Zones 5, 7, 8 or 9 beginning October. Indiana U J-graduate; two years' high school social studies-journalism teacher; Purdue Bureau of Information. References. Box 153, Editor & Publisher.

WRITER-REPORTER; news, features; varied interests; heavy writing. Metropolitan experience, New England Coast. Box 79, Editor & Publisher.

WRITING, EDITING, DESK. Vivid heads and markup, or accurate, emphatic writing. Twelve years' experience; awards in reporting, photography and editing. Science news a specialty. Prefer Zones 6, 8, 9. Top references. Box 130, Editor & Publisher.

YOUNG, MULTI-AWARD WINNING sports writer/editor seeks post which includes column assignment. Bright, energetic, third eye for human side of news. Style: Unpredictable as a burp in church. Box 142, Editor & Publisher.

Employment Agencies

EDITORS & REPORTERS
National clearing house for competent personnel coast to coast at no charge to employer. Phone, Write or Wire HEADLINE PERSONNEL (Agency) 56 W. 45 St., New York OXford 7-6728

Free Lance

WRITER-PHOTOGRAPHER
By-Liner, metro newspaper-wires background. Wants free-lance work. Self-contained with equipment, talent, broad experience in hard news, features. Diversified subject knowledge. Tailored copy for publicity placement. Travel anywhere from Chicago location. Box 227, McHenry, Ill.

NEED CAPITOL COPY?
Experienced Washington Reporter-Writer taking on free lance assignments; magazines, trade publications, newsletter contributions, monthly columns. Box 122, Editor & Publisher.

Mechanical

PRESSROOM SUPERINTENDENT — over 30 years' experience with metropolitan newspapers. Fast, efficient and fully capable. Excellent personality for, and will also consider, sales and service of pressroom supplies. Available immediately! Box 7, Editor & Publisher.

Photography

NEWS AND FEATURE Photographer prize-winning weekly seeks post on daily. Now earning $9,000. Eventual aim Picture Editor. Box 32, Editor & Publisher.

YOUNG MARRIED PHOTOGRAPHER with two years' college and seven years' full and part-time experience with dailies. Will relocate anywhere. Box 77, Editor & Publisher.

Public Relations

AGING (35) former newsman with varied writing experience seeks position as corporate or institutional PR director or assistant. Resume on request. Box 89, Editor & Publisher.

CLASSIFIED

Advertising Rates

Line Rates EACH CONSECUTIVE Insertion

SITUATIONS WANTED (Payable with order) 4 times @ 80c per line each insertion; 3 times @ 90c; 2 @ $1.00; 1 time $1.10 per line. If keyed, add 25c for box service and count as 1 additional line in your copy. 3 lines minimum. Air-mail service on blind ads $1.00 extra. Do not send irreplaceable clippings, etc., in response to Help Wanted ads until direct request is made for them. E&P cannot be responsible for their return.

JOB APPLICANTS may have a supply of printed employment application forms by sending self-addressed 10c stamped envelope to E&P Classified Department.

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Shop Talk at Thirty

By Robert U. Brown

Sect. 205, Taft-Hartley

The strike pattern in this country has prompted a lot of discussion about ways and means of improving collective bargaining procedures to avoid such economic warfare. Almost a score of bills have been introduced in this session of Congress which would provide alternate methods of settling labor disputes in certain industries and under certain circumstances. Numerous palliatives have been proposed to cure the "crisis" or to effect the adjustment that is considered necessary. They range all the way from proposals to adopt some method now found satisfactory in a foreign country (such as Sweden or Australia) to suggestions for compulsory arbitration.

Stuart Rothman, former general counsel for the National Labor Relations Board in Washington, and now special consultant to the Board, says there is already an unused statutory provision which would avoid the evils of concentration and centralization of power in either the private-sector or the public-sector of the economy.

He refers to Section 205 of the Taft-Hartley Act.

* * *

In a speech at Boston College Law School, April 23, Mr. Rothman said this provision contemplates the kind of effort and approach toward some "half-way house" in the private sector of the economy which would encourage labor and management, without compulsion, to try to solve these problems."

"In the light of the progress that has already been made in bringing labor, management and the public together at a top level," he said, "it is strongly suggested that another try at implementing this section of the statute would certainly not be out of order. It may not be the complete answer to all problems but it is something which is already on the books, available for immediate use.

"Section 205(b) of the Act provides for the creation of a National Labor-Management Panel composed of six persons 'outstanding in the field of management' and six persons 'outstanding in the field of labor.'

The duty of this panel is to advise *"in the avoidance of industrial controversies* and the manner in which mediation and voluntary adjustment shall be administered, particularly with reference to controversies affecting the general welfare of the country." A panel was created in 1947 but had only one meeting and after the members' terms (three years) expired no successors were appointed. But times and conditions have changed.

"The reactivation and greater utilization of this panel would not require legislation, yet it brings the legislative branch of the Government into the picture. It obviates at this stage the opening of the law to amendments generally in the very area in which the panel would operate. The proposal has the approval of the President's Advisory Committee on Labor-Management Policy. Unlike that Committee, which is tripartite, the Panel will consist of representatives of only labor and management who can constructively and creatively seek to improve collective bargaining. This approach can provide a continuing 'working party' to consider in general the problems of collective bargaining, particularly as it affects the public interest, and which can explore the best ways to improve collective bargaining on a voluntary basis under existing, not new, statutory machinery.

"If the term 'responsibility of labor and management' has any meaning, the time has come, I believe, when representatives of labor and representatives of industry can meet in such a group and provide leadership in thinking out the problems of collective bargaining and without the danger of the whole thing blowing up.

"It would be hoped that such a group, constituted on a continuing basis and composed of responsible and knowledgeable persons, would act on the basis of consensus rather than by majority vote on the kind of policy questions that it would consider. Its mandate would be to think in terms of improving free and voluntary collective bargaining so as to avoid the necessity for further Government intervention. It could 'watchdog' major bargaining problems and could encourage the procedures for continuous consultation, such as the Human Relations Committee. It could utilize subpanels from particular industries seeking to solve their problems for themselves. It could obviate any immediate need for legislation, but it could be a force for the right kind of legislation recommendations based on consensus, if legislation may be considered needed.

"The panel could play a role in assessing, interpreting and adapting those parts of the Economic Report of the President, the work of the Joint Economic Committee of Congress, and other pertinent data, that relate to industrial relations and encourage through voluntary ways innovations or betterments to collective bargaining upon which there can be agreement. Such a panel, operating in the private sector of the economy and not primarily as a Government institution, would make up, in an unobjectionable way, for the lack of centralization and concentration in this country of all of labor and all of management at the top. But also, as the statute contemplated in 1947, it is about as far as we should go. The panel by operating as a part of the private sector of the economy, could be in a position to criticize and advise when it believed Government was exercising too heavy a hand in collective bargaining. The panel would, however, be without any direct or indirect power to compel implementation of any of its views in any specific case. If such a panel had been in existence since 1947, and somehow held together, perhaps today's approach to collective bargaining may have been favorably influenced by it. The whole purpose of the panel should be simply to show the way, through voluntary arrangements and without compulsion, to freer, fairer and more civilized collective bargaining."

* * *

Mr. Rothman noted that "not only are crippling strikes meeting with public disfavor but there also appears to be a growing awareness on the part of representatives of labor that the strike is losing its efficacy as a weapon to achieve collective bargaining gains. Employers today appear to be better able to put up with long drawn-out work stoppages by pre-strike stockpiling, strike insurance, tax offsets, and other means."

He takes "a dim view of compulsory arbitration," however. It is "spoken of as a substitute for strikes but too often it becomes a substitute for collective bargaining."

Referring to the Human Relations Committee in the steel industry and other arrangements worked out in the airlines, longshore, meat packing and other industries to deal with, during the contract period, such problems as automation, he said:

"The UAW also has asked the auto and agricultural implement companies, and most of the companies have agreed, to study the feasibility of establishing 'joint study' committees prior to new contract bargaining in 1964. The Rubber Workers are reported to be seeking the establishment of company-wide 'automation committees' of union, public and management members to study ways of erasing the impact of automation on workers.

"There is a good deal of promise for the future of free collective bargaining and a diminution of strikes in these company or industry-wide procedures for continuing consultation during the contract term. Whether they are called 'joint study' committees, human relations committees, or 'automation committees,' they represent a recognition that the issues in collective bargaining have become increasingly technical and complex — too complex to be resolved in the 'countdown period' prior to contract termination. It may be noted that as recently as last Saturday (April 20) Secretary of Labor Wirtz suggested that the newspaper industry might

(*Continued on page* 59)

What they're saying about

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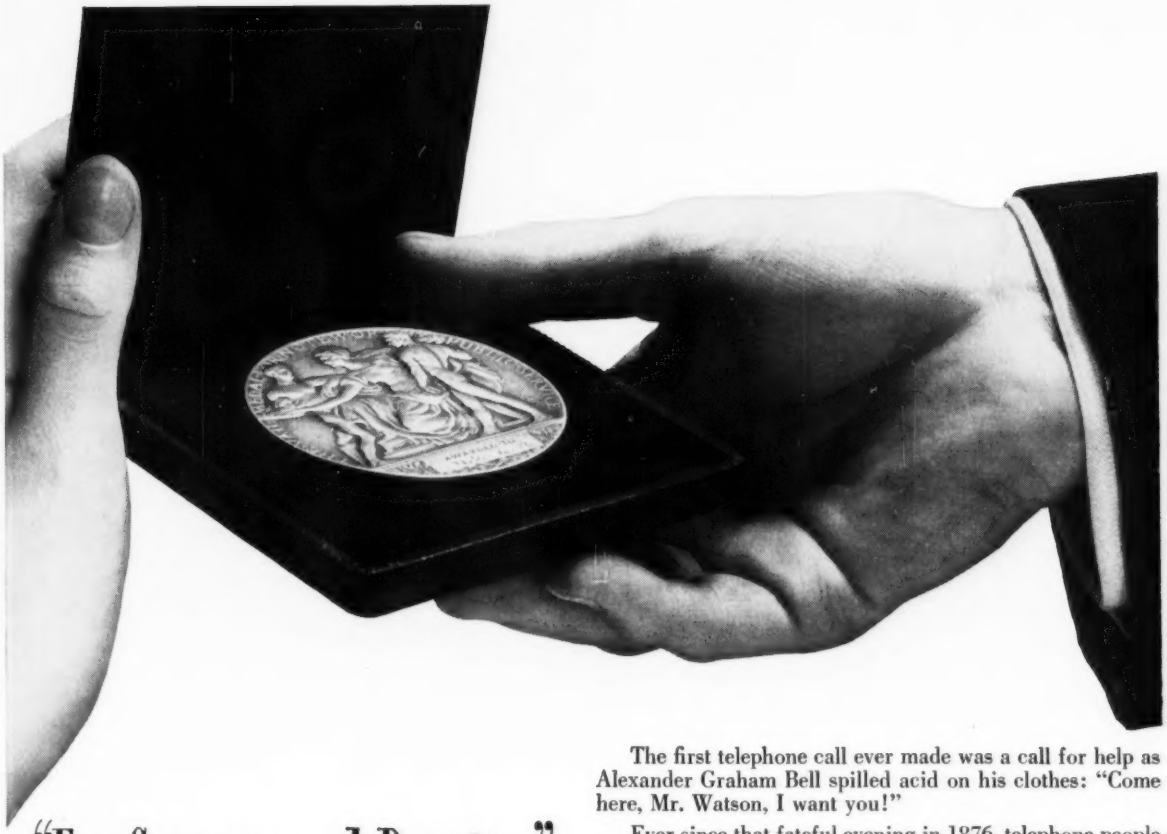

"For Courage and Devotion"

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The first telephone call ever made was a call for help as Alexander Graham Bell spilled acid on his clothes: "Come here, Mr. Watson, I want you!"

Ever since that fateful evening in 1876, telephone people have been responding to calls for help—and training to supply it.

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Over the years, the Bell System has awarded 1,896 medals to employees for courage, initiative and accomplishment—for being good neighbors both on the job and off it. Here are some recent winners:

Kenneth E. Ferguson, Installer-Repairman, Newport News, Virginia. En route to a repair job, he came upon a burning house where a blind, bedridden woman lay helpless. Ripping out a window, he and a policeman entered the flaming room. They were forced out by intense heat and smoke. Mr. Ferguson ran to a nearby house for blankets. Wrapped in wet blankets, the two men re-entered and rescued the woman.

Mrs. Dorothy Crozier, Operator, San Rafael, California. She took a call from a frantic mother whose small son had stopped breathing. After notifying both ambulance and fire department, Mrs. Crozier realized that traffic was heavy and time short. Over the telephone, she taught the mother mouth-to-mouth resuscitation. The boy was breathing when firemen arrived. Doctors credit his life to her alertness.

Charles J. Gilman, Communications Serviceman, Bellwood, Illinois. Driving to an assignment, he saw an overturned car and found a man under it bleeding profusely. Cautioning bystanders not to smoke, he helped remove the victim. The man's arm was almost severed below the shoulder and he seemed in shock. Mr. Gilman applied a tourniquet and kept pressure on it until an ambulance arrived.

Leonard C. Jones, Supplies Serviceman, Morgantown, West Virginia. He noticed a neighboring house on fire. Rushing to it, he helped a father rescue three young children. Then he plunged back into the burning building and, guided only by cries through the choking smoke, found and saved another child who was hiding under a couch in the blazing living room. Minutes after he left, the wooden house collapsed.

Franklin Daniel Gurtner, Station Installer, Auburn, Washington. He heard a request for emergency breathing equipment on his radio monitor and hurried to the address, where a baby was strangling. He found the child's air passage was blocked, cleared it, and successfully administered mouth-to-mouth resuscitation. Then the fire department arrived and applied oxygen to help overcome shock.

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Latryl Layton of The Fort Worth Press

An editor chained to a desk is an editor chained to the past, unable to change with the times.

If there is truth to this saying, then it is a trap Latryl Layton carefully avoids. As women's editor of The Press, she insists on getting away from her desk to mingle with the women of Fort Worth—clubwomen, garden club enthusiasts, actresses, and most important of all, housewives.

Latryl, who in private life is Mrs. John Ohendalski, wife of The Press' assistant city editor, believes today's women are both interested and interesting. "We write for them and about them," she says. "Our approach is constantly changing to keep pace with the changes in their tastes and attitudes."

Spot coverage and deadlines aren't foreign to Latryl. A day seldom passes when her department isn't working on the woman's angle of a major news story in addition to gathering stories and pictures for their own pages. The fine arts also are her special field.

Latryl still stresses many of the old standbys—cooking and sewing, keeping house, giving parties, and belonging to clubs. But she and her staff approach these subjects like a reporter on a city desk assignment, seeking a fresh lead, an unusual twist, something to catch the eye.

She is always on the lookout for good interview material—so much the better if the subject appeals to men as well as women.

There is little about Fort Worth that Latryl doesn't know. She always has lived there. Small wonder her pages capture the flavor of the city.

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38TH ANNUAL

JULY 27, 1963

Section Two

SYNDICATE DIRECTORY

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SYNDICATE OFFICES

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COLUMNS AND COMICS

★

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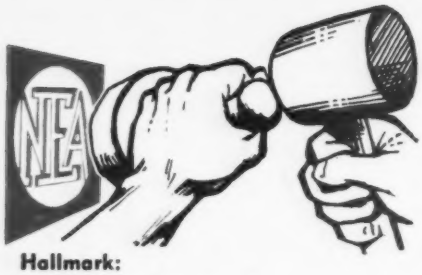

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Sunday ..... S
Contract ..... cont
Daily & Sunday .. dS
Daily except Saturday ..... dexSat
Daily except Sunday ..... dexS
Every other day ..eod
Every other Sunday ..... eoS
Every other month eom
Five Times weekly 5tw
Fortnightly ..... fn
Individual ..... ind
Monthly ..... m
Quarterly ..... qt
Seasonal ..... sea
Semi-monthly .... sm
Semi-weekly ..... sw
Six times a year..6ty
Tri-weekly ..... tw
Weekly ..... w

SIZE

Number of words 500 etc.
Columns wide and inches deep 4c5", 7c4", 7c16", etc.
Page (Standard)....ps
Page (Tabloid).....pt
Half-page (Standard) ....hps
Half-page (Tabloid) .....hpt
Half-page (Vertical) ... hpv
Third-page (Standard) ... tps
Third-page (Tabloid) .....tpt
Quarter-page (Standard) .. qps
Quarter-page (Tabloid) .....qpt
Varies ..... var

FURNISHED

Mimeographed (mim)
Manuscript (man)
Offset Reproduction Proof (orp)
Illustrated (ill)
Mat complete (mat)
Illustration Only in mat Form (ilm)
Tape

* Also available in Spanish; ** some also in Spanish and English.

"C" INDICATES CLASSIFICATION

1—Astrology Graphology
2—Automotive
3—Aviation
4—Beauty
4A-Boating
5—Books
6—Bridge
7—Business-Financial
8—Cartoons and Panels (Humorous)
9—Chess-Checkers
10—Children
11—Columns
12—Comics (strips and Sunday pages)
——Cultural—art, Entertainment, Literature, Poetry, Theatre (see 11-Columns)
13—Editorials (text)
14—Editorial Cartoons
——Farming (see Gardening)
15—Fashions
——Financial (see Business-Financial)
16—Fiction
17—Fillers
18—Food
19—Gardening-Farming
——Graphology (see Astrology)
20—Health
21—History-Politics
22—Household-"Do It Yourself"
23—Maps
24—Motion Pictures
25—Music
26—Nature
27—Patterns
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29—Puzzles-Quizzes
30—Radio-Television
31—Religion
32—Research-Polls-Surveys
33—Science
34—Serials
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36—Special Pages
37—Sports-Outdoors-Boating
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Jessie Adele Sleight, Exec. Editor
Alec The Great—dexS-1c4"-mat—Edwina—C8, 17
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AA—Alex S. Arnett
AB—Al Block
AD—Adcox Associates, Inc.
AF—Allied Feature Syndicate
AFP—Agence, France Presse
ALB—Alburn Bureau
AMF—Amusement Features Syndicate
APS—American Press-Smith Service Div.
AFS—American Feature Syndicate
AN—Associated Newspapers, Inc.
AP—Associated Press, The
APN—Associated Press Newsfeatures
AR—Arcadia Feature Syndicate
AS—American Syndicate, The
ASA—Associated Architects
ATF—Atlantic Features
AT—Army Times Syndicate
BB—B and B Features
BC—Betty Campbell
BCE—Buffalo Courier-Express Feature Syndicate
BF—Benner Features Syndicate
BFS—Better Filler Service
BHS—R. H. Simon
BM—Bell-McClure Syndicate
BMW—Boat & Motor Writers Syndicate
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BOF—Boating Features Syndicate
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BRP—S-R Press Service
BUF—British United Features
C—Cowpokes
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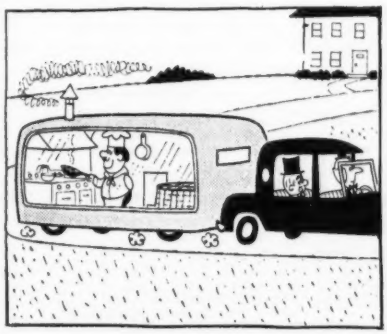

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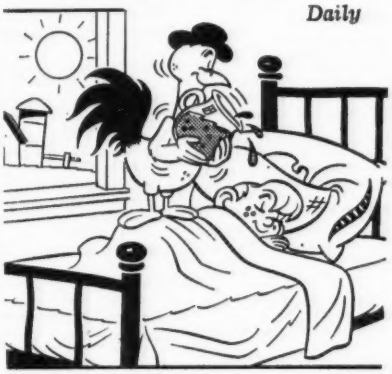

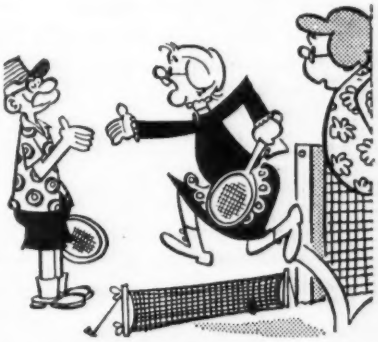

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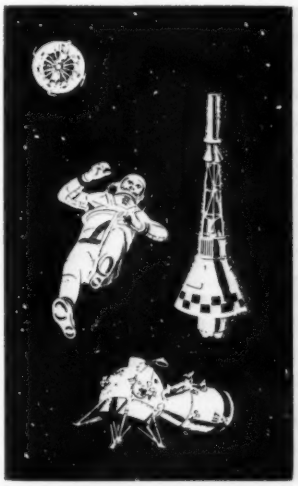

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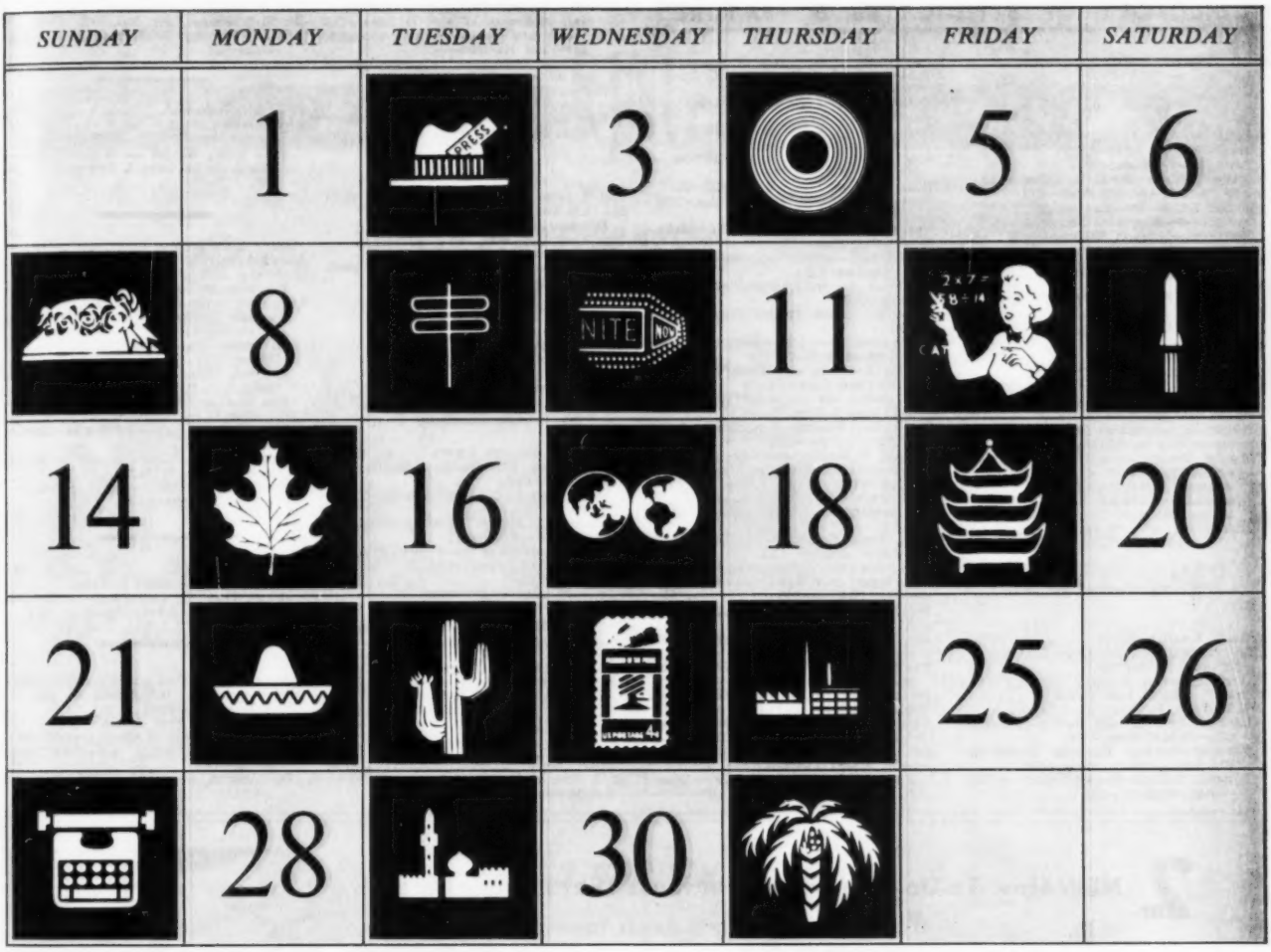

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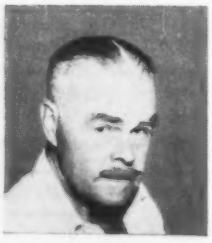

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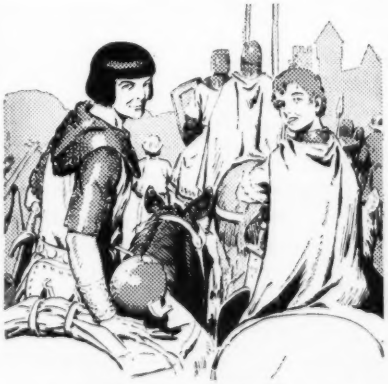

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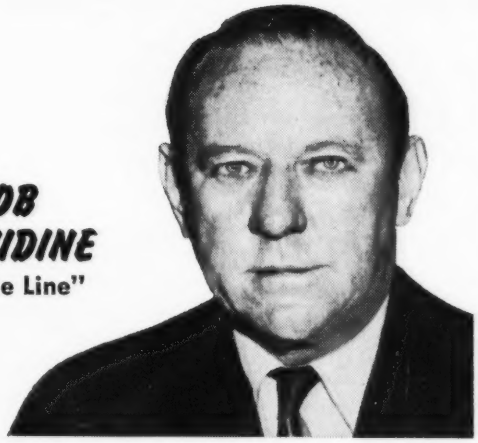

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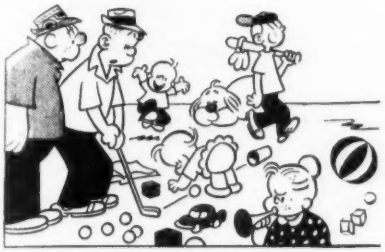

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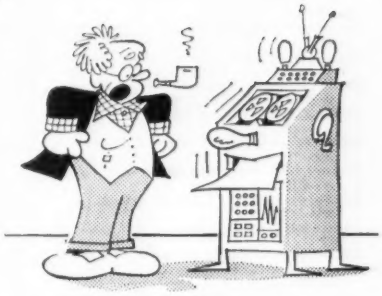

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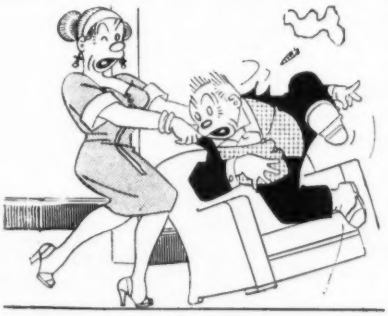

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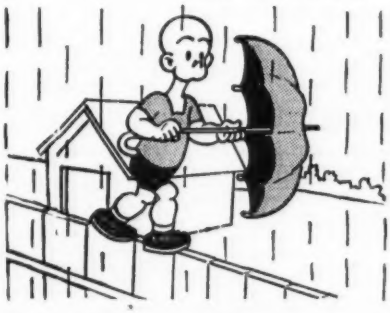

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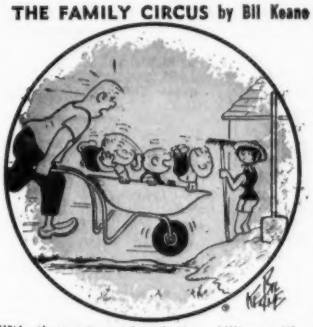

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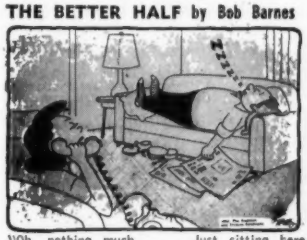

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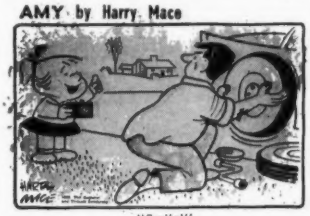

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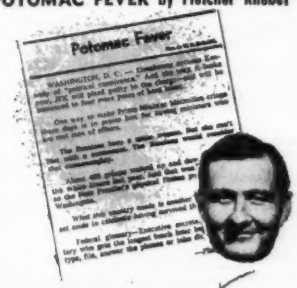

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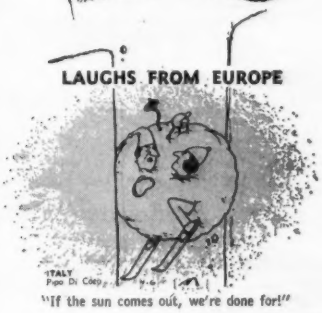

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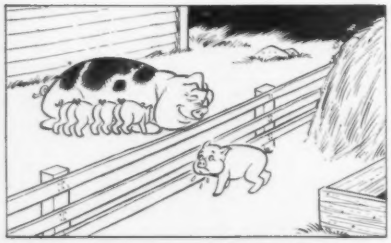

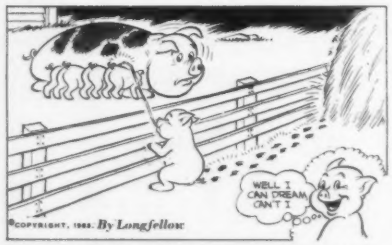

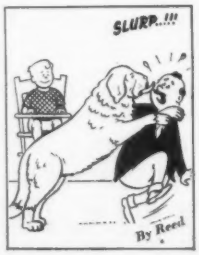

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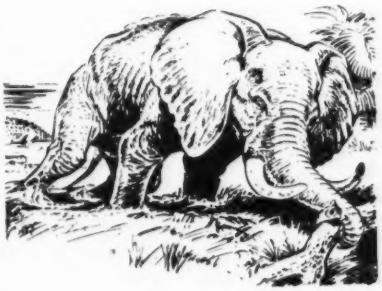

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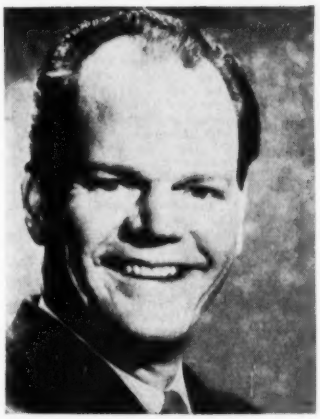

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4A—BOATING

Boating—w-sea-m-ill-mim—Stan Davies ... TSS
Boating with Bowman—w-300-400-mim—Hank Bowman ... BMW
Daley Column—d ex sat-750-mim—Arthur Daley ... NYT
Dock Lines—w-1000-var-mim—Mel Martin ... MME
Features—w—Ida Fried ... EPS
Mark Trail's Outdoor Tips—panel-1c5 ⅛"-mat—Ed Dodd ... HLS-CWF
Outdoor Canada—w-900-mim-mat—John Bennett ... TNS
Outdoor Guideposts—w-2c5-ill—Fred Luks ... FL
Sea Scripts—w-600-mim—Hank Bowman ... BMW
Shape Up—tw-75-ilm-ill-mim tape—Ed Allen ... NNS
Skipper Tips—w-sea-1c-2c-mat—Stan Davies ... TSS-NNS
Smooth Sailing Ahead—w-18 part series-1c-ilm-mim tape—Com Fraser-Harris RCN ... NNS
Speaking of Boats—w-150-mim-plus readers questions—Ken Whitteker ... BOF
Water Line—w-600-mim—Hank Bowman ... BMW
Your Boat and Mine—w-450-mim-ilm—J. Kenneth Whitteker ... BOF

4—BEAUTY

A Lovelier You—5tw-85-1c-2c-ill-ilm—Mary Sue Miller ... PNS-CWF
Ask Nancy Taylor About Charm—w-2c8-orp-ilm—Nancy Taylor ... NF
Beauty—w-400-man-ill-ilm—Vivian Brown ... APN
Beauty—dS-man—Maureen Counihan ... CTN
Beauty and You—d-ex-S-200-mim-ill ... BM-DNB-KEL
Beauty After Forty—5tw-300-man—Edyth Thornton McLeod ... MCN-CWF
Beauty Art Layouts—w-2c-3c-4c-ill-ilm—Staff ... NEA-DNB
Beauty at Home—dexS-mim-160-225-man—Lynn Carter ... WLG-MS
Beauty Box—6tw-mat-proof—Jeanne D'Arcy ... KFS-RGB
Beauty Briefs—300-450-2c-man-tape—Alicia Hart ... NEA-DNB
Beauty Care—w-800-mim ... AFP
Beauty Column—tw-150-300-1c-2c-3c-man-tape-ill-ilm—Alicia Hart ... NEA-DNB
Beauty Hints—w—Dina Dellale ... EPS
Beauty in Orbit—S-150-mim-ill—Mildred Gibson ... NNS
Beauty in the News—w-600-mim—Catharine Brewster ... WNS
Beauty Secrets of the Stars—w-500-mim—Anita Hamilton ... HLW
Broadway Farer (Motion Pictures)—Sw-hps—Jerry Lee ... JRL
Fashion by Fran—5tw-500-man—Francis Corcoran ... BB
Features—w—Ida Fried ... EPS
Health and Beauty—w-2c4"-man-tape—Martha Bass Sims ... EC-MS
Hollywood—w-on year-round basis-Spanish, English & Portuguese languages—Inez & Cecilia Pedroza ... ICP
Hollywood Beauty—sw-S-500-mim-ill—Lydia Lane ... LAT-TNS
Hollywood Speaks—w-hps-mim—Kurt Singer ... BPS
Keep in Trim—5tw-mim-ilm—Ida Jean Kain ... KFS-TSS
Let's Be Beautiful—3tw-3c-ill-ilm—Arlene Dahl ... CTN
Over 50, So What!—12-part series-mim-ill—Hildegarde ... DDS
Secrets of Charm—d-1c-2c-300-ill-ilm; S-4c8½"-mat-tape—John Robert Powers ... NNS
Speaking of Manners—d-mim—Patricia Lewis ... KFS
Teenage Tips—w-hps-mim—Jane Sherrod ... BPS
Why Grow Old?—dS-500-mim-tape-ill—Josephine Lowman ... RTS-KEL
Youth Parade—S-200-mim-ill—Reba and Bonnie Churchill ... NNS

5—BOOKS

A Writer's Diary—w-500-mim—Hugh MacLennan ... TSS
Arts and Literature (packet)—w-var-mim ... AFP
Atkinson Column—tw-750-mim—Brooks Atkinson ... NYT
Best in Paperbacks, The—w-325-man—Muriel Sullivan ... PHF
Best Books of the Fifties—w-500-mim—Patrick Carr ... CSF
Bestseller—w-hps-mim or book form—Various Authors ... BPS
Best Sellers—w-100-man-staff ... APN
Best Sellers—w-list of current best sellers in fiction and non-fiction ... NANA-CWF
Best Sellers—1tw-100-mim-staff ... UPI
Between Covers—S-2c16"-1800-man—Thos. S. Collier ... WP
Book Review—w-mim—Clark Kinnaird ... KFS
Book Reviews—3tw-400-500-mim—William Hogan ... CHR
Books—w-500 to 800-mim—various reviewers ... WUP
Books—w-500-mim—Staff ... UPI
Books—w-var-mim—William Thyrde ... BRP
Books and Arts—w-700-man—Miles Smith ... APN
Books and Things—6tw-800-proof—John Hutchens and Maurice Dolbier ... PNS-MIL
Books in the News, Inc.—(book serializations)-m-1200-1400-mim ... HLS-CWF
Books of the Hour—w-700-mim—D. Bernard Theall, O.S.B. ... NCW
Book of the Week—S-ill-mat-mim—Staff ... BM-MIL
Bookshelf—3tw-1c6"-man-mim—Jeff Lee ... JL
Cartoon Books—w-book form—various authors ... BPS
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Good Books—w-750-man—Paul Hall ... GHS
National Standout-Book Serializations—m-500-1000-5 to 18 releases per install. ... NNS
Paperback Verdicts—w-500-mim—Patrick Carr ... CSF
"Quote" & Upquote, humorous capsule book reviews—w or d ex Sat-600w-100d-mim—Edwin T. Grandy ... GHF
Saturday Review Book Service—w-4000-mim-ill-mat—John Barkham ... SAT
Serialization of Books, usually 6 to 21 installments of approx. 1000 words each; Current list available; mim or galley proofs furnished ... PAG
Serialization of Books of Current Interest; Current titles available on request—Kurt Singer ... BPS
Sports Serials (British and American sports and non-fiction and instruction books) ... JL
SportShelf—w-1c6"-man-mim—Jeff Lee ... JL
Spotlight on Books—w-900-form-typed—Charles Lee ... CL
Writer's Diary, A—2-500-mim-tape—Hugh MacLennan ... NNS

6—BRIDGE

Blackwood On Bridge—dexS-400-mim-ill—Easley Blackwood ... NNS
Bridge—w-1c8-mats or orp—Mary Stone ... CSP-MIL
Bridge—dS-ill-ilm—Charles Goren ... CTN
Bridge Column—d ex S-400-1c12-ill-ilm-man-tape—Oswald Jacoby ... NEA-DNB
Bridge Deck—dS-500-mim—Florence Osborne ... PNS-MIL
Contract Bridge—7tw-mat—B. Jay Becker ... KFS-CP-TSS
Sheinwold On Bridge—dexS-350-mim-ilm-tape; S-700-mim-ill—Alfred Sheinwold ... GFC
Standard Bridge—d-1c5½"-150-mat—M. Harrison-Gray ... MS
Tomorrow's Bridge Today—dS-500-mim-ilm—Michael Seamon ... RTS-KEL
Win At Bridge—d ex S-400-1c12-ill-ilm-man-tape—Oswald Jacoby ... NEA-DNB
Winning Contract—d-350; S-500-mim-mat—Howard Schenken & Richard Frey ... BM-KEL-DNB

7—BUSINESS - FINANCIAL

Advertising Clinic—w-500-man—Jack Bedford ... JB
Ad Ideas Service—w-mim—Fred Conn ... GFC
Babson's Authentic Release—w-800-mim—Roger W. Babson ... PFB
Behind the News in Business—British Financial Week—w-var-mim ... AFP
Business and Finance—tw-500-mim—Carl Ritter and Carl Plain ... CNS
Business Bulletin—5tw-var-mim ... AFP
Business Financial—w-250-mim ... AFP
Business, Financial, and Banking—fn 800-1200-man ... GLN
6tw-mim—Leslie Gould ... KFS
Business News Charts—sea-1c-2c-3c-ill-ilm—Staff ... NEA-DNB
Business Outlook—tw-var-ilm-proof—J. A. Livingston ... PNS-CWF
Business Today—d-mim-800—Elmer Roessner ... BM-MIL
Canadian Business Report—5tw-mim—John Meyer ... TSS
Charting the Grains—sw-400-mim—Donald W. Martin ... CNS
Coffee, Cocoa and Sugar Bulletin—d-var-mim ... AFP
Con la Ley en la Mano (Column on Law in Spanish)—d-150-mim—Martin J. Ross ... LAW
Cy Barrett Says—d-350-mim—Cyrus Barrett, Jr. ... NNS
Daily Investor, The—5tw-500-mim-tape—William A. Doyle ... UFS-BUF
Dr. Palyi Comments—w-man—Melchior Palyi ... CTN
Economist On Today's World, The—w-700-man—Various writers on The Economist (London) ... EI
Euromarket News—w-12 to 15 stories per week-70 to 250 words each on business in Europe-mat-with one editorial and one regional round up-2 issues included—Staff ... MAC
Everybodys Money—3tw-mim—Merryle Stanley Rukeyser ... BHS
Everyday Law—d-150-mim—Martin J. Ross ... LAW
Family Farming—w-350-mim—Dana C. Jennings ... FA
Family Finance—w-700-mim—Morton Yarmon ... WNS
Financial—w—Carl Ritter ... CNS
Financial & Economic Column—w-900-mim—Ronald Boxell ... MS
Financial News—5tw-var-mim ... AFP
Financial Service—w-7c-500-mim—Rogers & Staff ... PNS-MIL
Foreign News Service—w-500-800-offset-mim—English, French, Spanish & Portuguese—staff, correspondents & outside contributors ... FNS
Frankly Speaking—m-glossy-8x10-personalities—Gary Wagner ... WIP
French Financial Week—w-2,500-mim ... AFP
Homes—S-500-wire—Dorothea M. Brooks UPI
How's Business?—w-250-300-mim-ill—Roger W. Babson's Staff ... PFB
Income Tax Primer Series—an-800-1c25"-man-tape-ill-ilm-tape—Richard A. Mullens ... NEA-DNB
Investing for the Years Ahead—10-part series-mim—John W. Hazard & Lew G. Colt of the Kiplinger Washington Editors ... DDS
Investors' Forum—S-600-mim-tape—Harry C. France ... GFC
Investors' Guide—6tw-mim—Sam Shulsky KFS
It's A Law—d-50-mim—Julius Sturm ... AFS
It's Your Money—d-var-mim; S-var-mim-tape—D. B. Gallagher ... GFC
I Wonder??—w-500-man—Jack Bedford ... JB
Janeway's View—w-man—Eliot Janeway CTN
Live Within Your Income—tw-500-mim—Mary Feeley ... APN
Market Comments From All Points—w-700-mim—Copley News Service ... CNS
Men & Money—3tw-500-mim ... WNF
Men at Work—6tw-1c2½"-mat—Harry Lui ... LIA
Money Matters—6tw-1c2½"-mat—Harry Lui ... LIA
Money Well Spent—3tw-500-mim—Charles Y. Neal, Jr. ... RTS-KEL
New Products—w-500-man-on AP wires—Ed Morse ... AP
News Charts—1c-2c-3c-mat—Staff ... NEA-DNB
Noticiero Economico—fn-500-800-offset-mim-Spanish, English & Portuguese-staff correspondents & outside contributors ... FNB
Out of the Old Cracker Barrel—w-500-man—Jack Bedford ... JB
Rogers Column—4tw-500-proof—Donald Rogers ... PNS
Sales Sense—w-500-man—Jack Bedford ... JB
Selling Secrets—w-500-man—Jack Bedford ... JB
Spotlight on Business—d ex S-1c-mat—Morris Katz ... PNS-CWF
Success Story—w-500-wire—Staff ... UPI
Successful Investing—dexS-200-mim-tape—Roger E. Spear ... GFC
Textile Bulletin—d-var-mim ... AFP
That Estate of Yours—w-mim—David A. Barton ... TSS
This Week in Business and Finance—w-700-man—on AP wires—Jack Lefler ... AP
Ticker Toons—dexS-1c3¾"-mat—Jud Hurd ... UFS-BUF
Trade Winds—dexS-800-mim-tape—Lou Schneider ... BM-KEL-DNB
Wall St. Scoops—w-500-mim—Lou Shainmark ... GIL
Wall Street Perspective—S-500-wire—Staffers ... UPI
Washington and Your Business—d-750-mim—Larston D. Farrar ... FNF

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Weekly Metals Review—S-750-on AP wires—Darden Chambliss ..... AP
Women's Corner—w-man—Edwin Nichols ..... CTN
Worldwide Market Quotation Service—5tw-var-wire ..... AFP
Your Business & Mine—3tw-man—Joseph Ator ..... CTN
Your Money's Worth—5tw-600-mim-tape—Sylvia Porter ..... HLS-CWF

8—CARTOONS AND PANELS

Abe Martin—d-1c2¾"-25-ill-ilm—Staff ..... NNS
Ah Libs—dexS-1½c-mat—Jim Whiting and Larry Hurb ..... GFC
Alec The Great—dexS-1c4"-mat—Edwina ..... GMA
All in Sport—d-1c-2c-mat— Chet Adams CTN
All-Stars—d-1c2⅛"-mat—Al Liederman ..... UFS-BUF
Amy—d-2c2¾"-mat—Harry Mace....RTS-KEL
An Altar Boy Named Speck—w-2c6"-mat—Margaret Ahern ..... NCW
Angel—dexS-1c-2c-mat—Mel Casson ..... PNS-CWF
Aunt Net—dexS-ill-ilm—Roy Ketcham ..... PNS-CWF
Barron Cartoons—3tw-3c-mat—Sidney Barron ..... TSS
Belvedere—dexS-2c-mat—Nat Greenwood ..... AD
Berry's World—tw-2c4½-mat—Jim Berry ..... NEA-DNB
Better Half, The—d-2c2½"-mat; S-pt-hpt-tps-mat—Bob Barnes .... RTS-KEL
Big George—d-2c-ilm; S-hps-tps-mat—Virgil Partch ..... PNS-CWF
Blitz Brothers—d-2c-mat—Bill Sakren ..... MCN-CWF
Bonnie—d-4c-2c-mat—Joe Campbell ..... MCN-CWF
Brother Juniper—dexS-2c-ilm—Father Justin McCarthy, Len Reno ..... PNS-CWF
Business Daze—dexS-2c4¼"-mat—selected from works of 16 artists ..... GFC
Candy—w-2c5"-mat—Tom Dorr .... CSP-MIL
Caricatures—tw-1c-mat—Brandel ..... CTN
Carmichael—d-1c5"-mat-ill—Dave Eastman ..... LAT-TNS
Carnival—d-2c5¼"; S (plus Mr. Merryweather)-hps-tps-pt-mat—Dick Turner ..... NEA-DNB
Cartoon Books—w-book form—Various Authors ..... BPS
"Cartoon Humor Service"—q-30-multi-size-mat—Various Cartoonists ..... GF
Channer Chuckles—d-1c3¾"-ilm;S-hps-tps-pt-mat—Bill Keane ..... RTS-KEL
Cheerful Cherub, The—dexS-1c2½"-mat—Rebecca McCann ..... GMA
Ching Chow—d-1c—Will Henry ..... CTN
Chloe—d-2c3"-mat—Ed Nofziger ..... CHR
Church Chuckles—w-1c2½"-mat-glossy proof; 2c4½"-mat-glossy proof-opt-sermonette—Charles Cartwright ..... CAR
Church Chuckles—w-2c-mat-glossy proof—Charles Cartwright ..... APS
Citizen Sibley—w-2c-var-mat or proof—Dick Ericson ..... SP
"Classified Kitty"—w-4c1½"-mat or proof—Walt Buchanan, Artist—Seymour Rothman, Author ..... CK
Comedy Corner—w-1c3¼"-ill-ilm .... NEA-DNB
Country Parson—w-1c-mat-glossy proof—Frank Clark ..... APS
Country Parson, The—d-1c3"-ilm—Frank Clark ..... RTS-KEL
Cow Pokes—w-2c4-3c6-mat or orp—Ace Reid C
Cuppy The Newspaper Boy—d-2c-panel—APP-GMA
Cuties—d-1c-2c—E. Simms Campbell ..... KFS-RGB
Day Shift—d-2c4⅜"-mat—Frank Adams ..... HLS-CWF
Dennis the Menace—d-2c4⅜"; S-pt-hps-tps-mat—Hank Ketcham ..... HLS-CWF
Dinah Mite—d-1c Panel Cartoon-mat—Joe E. Buresch ..... JEB
Editorial Cartoons—d-3c-mat—Duncan Macpherson ..... TSS
Emmy Lou—d-2c4¼"-1c2"-*S-hps-tps-pt-hpt-mat—Marty Links ..... UFS-BUF
Ever Happen To You?—d-1c-2c-mat—Bud Blake ..... KFS
Family Circus—d-2c4-3c6¼-mat; S-tps-mat—Bill Keane ..... RTS-KEL
Fan Fare—d-1c6½-3c; S-hpt-tps-mat—Walt Ditzen ..... PNS
Fischetti Cartoons—5tw-3c-4c-mat—John Fischetti ..... PNS-MIL
Fletcher, The 4-H'R—w-1c3"-mat—Joe E. Buresch ..... JEB
Footnotes—dexS-1c2"-mat—Courtney Dunkel ..... LAT-TNS
For and About Teenagers—w-3c5-mat—Staff ..... CSP-MIL
Foreign Strips (panels)—w-varies-mat—Various ..... BPS
Forty-Odd—dexS-2c-mat—The Lulls & Irwin Caplan ..... GFC
From Nine to Five—dexS-1c-2c-ilm—Jo Fischer ..... PNS-CWF
Ginger—*dexS-2c3⅛"-mat—Getterman ..... UFS-BUF
Girls, The—dexS-1c-2c-mat—Franklin Folger ..... PNS-CWF
Glamor Girls—d-2c; S-pt-hps-mat—Don Flowers ..... KFS-RGB
Good Old Days, The—w-3c4"-4c5⅝"; S-hpt-mat—Erwin L. Hess ..... UFS-BUF
Grin & Bear It—d-2c-3c; S-hps-pt-tps-mat—George Lichty ..... PNS-CWF
Half-Past Teen—w-2c6"-mat—Joe Mahoney ..... CSP-MIL
Handy Family—w-2c2½"-mat—Lloyd Birmingham ..... CSP-MIL
Hattie—w-2c4-3c6-mat—Gertrude Espenschied ..... RN
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Helpful Henry—w-2c4"-mat—Flash Fairfield ..... NEA-DNB
Here's An Idea—dexS-1c2".—Lou Darvas and Jerry Langell ..... AF
Herman—d-4c2½"-mat; S-tps-mat—Clyde Lamb ..... RTS-KEL
Home Workshop—w-2c4"-mat—Jim Newhall ..... NEA-DNB
Huber and Friends—d-4c6⅞-1⅞-mat—Frank Cummins ..... SNF
Hubert—d-2c; S-pt-tps-hps-mat—Dick Wingert ..... KFS-TSS
Humor Without Words—from stock as ordered-6"x2"-2"x6"-6 11/16"x3 1/16"-glossy-mat-plastic block—Zoltan Forral & Chumy ..... VAZ
Idea Payoff—dexS-1c2⅝"—Lou Darvas and Jerry Langell ..... AF
Inky—w-2c4½"-mats & glossy proofs—Hal Borden ..... APS
It's A Living—w-2c4-mat—glossy proof—Al Johns ..... APS
Jest a Moment!—dexS-w-mat-2c4"—Hugh Kennedy, Burt Nelson ..... BCE
Jest Around The Home—m-hps-mim—Dr. O. A. Battista ..... QD
Josh Billings Sez—w-1c4"-mat—Rube Weiss ..... BPF
Just for Fun—d-2c-3⅞"-4-mat—Ram Onas ..... SNF
Ladies Day—dexS-1c-mat—Mady Merah ..... GFC
Laff of the Week—w-2c6"-mat-ill—Bob Barnes ..... CSP-MIL
Laff-A-Day—d-1c-2c-mat ..... KFS-RGB
Laugh It Off—d-1col-mat—Syd Hoff ..... KFS
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Law Briefs—d-150-mim—Martin J. Ross LAW
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Little Moments—d-2c-3½-mat—Jerry Stewart ..... SEL
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Long Shots—d-3c1 9/16"-mat—Fred Thomas ..... HLS-CWF
Louie—d-4c1⅞"-mat; S-hps-tps-pt-mat—Harry Hanan ..... BM-MIL-KEL
Marmaduke—d-1c-2c-ilm—Brand Anderson and Dorothy Leeming..... NNS
Merry-Go-Round—w-2c4-3c6-mat—Jerry Marcus ..... RN
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Modern Maidens—dexS-2c4-mat; S-qpt-photostat—Jay Alan ..... JA
Mopsy Cartoon—dexS-1c1⅞"-2c3⅞"-mat—Gladys Parker .....BM-KEL-DNB
Mostly Malarky—d-2c, S-tps-mat—Wally Carlson ..... CTN
Mr. Tweedy—dexS-2c3¼"-mat—Ned Riddle ..... GFC
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Nothing But the Truth—w-2c5"-mat-glossy proof—Russ Arnold ..... APS
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O. Johnny—d-4c6⅞"-1¾"-mat—Ghilchik ..... SNF
Office Hours—d-2c-mat—Cy Olson ..... KFS
Off the Record—d-2c4 1/16"-ilm; S-hps-tps-pt-mat—Ed Reed ..... RTS-KEL
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Package Deal—w-15-features-mat-glossy proofs ..... APS
Panel Parcel—**Today's Laugh**—dS-2c-mat—Rod de Sarro, Cathy Joachim, Jeff Keate, Reamer Keller, Tom Henderson, Frank Owen, Joe Zeis, Betty Swords ..... CTN
Pee Wee—d-4c-mat—S. M. Iger ..... PF
Pipe Dreams—dS-2c2½"-ps-mat—Reed ..... SNF
Ponytail—6tw-2c-mat; S-pt-hps-tps—Lee Holley ..... KFS-RGB
Quick Quotes—dS-2c2-mat—Eugene Craig ..... DF
Quotoons—d-3½"-box-mim-mat—Dr. O. A. Battista ..... QD
Religious Remarkables—w-2c-7"-mat-ill.... RNS
Rural Route—w-hpt—Walter Ball ..... TSS
Sally's Sallies—d-1c-2c-mat—R. J. Scott ..... KFS-CP-TSS
Sandy—dexS-mat-4c—Jim & June Unwin ..... HPS
Senator Caucus—dexS-2c-mat—Wyma .... GFC
Seventeen—d-2c-mat—Lansky ..... CTN
Shopping Around—w-2c5"-ill-ilm—Rolfe ..... NEA-DNB
Short Ribs—d-4c2"-mat-S-tps-hps-pt-mat—Frank O'Neal ..... NEA-DNB
Side Glances—dexS-2c5¼"-mat—Gill Fox ..... NEA-DNB
60 Second Sermons—dexS-200-mim—Fred Dodge ..... MM
Small Fry Diary—dexS-1c3"-mim-mat N. E. Coan ..... NEC
Small Talk—d-2c3"-man-mat-ill—Syms (Samuel B. Gornbein) ..... LAT-TNS
Small World—dexS-1c-mat—Lou Grant ..... AD
Sparks—dS-1c1¾"-mat-ill—Willis Forbes ..... LAT-TNS
Sports Cars Speed—w-3c7-mat—Judd Burrow ..... BB
Sports Cartoon—dexS-2c4¼"-3c7¼"-mat—Tom Paprocki ..... APN
Sports Cartoon—1c2½"-2c4"-mat-ill British Artists ..... JL
Sporty Ones, The—d-1c2¾"—Court Alderson ..... CO
Stees Sees—w-5c9½"-mat-S-tps—John Stees ..... UFS-BUF
Still Life—d-2c-mat—Jerry Robinson .... CTN
Strange As It Seems—d-2c4½"; *-S-hps-tps-pt-hpt-7c3¼"-mat—Elzie Hix ..... UFS-BUF
Strange World of Mr. Mum, The—dS-2c4¾"-pt-hps-tps-mat—Irving Phillips ..... HLS-CWF
Strictly Business—dexS-1c-2c-ilm—Dale McFeatters ..... PNS-CWF
Strictly Richter—d-2c-mat—Mischa Richter ..... KFS-RGB
Suburbia—w-2c-3c-mat-glossy proof—Al Smith ..... APS
Sweetie Pie—dexS-2c5¼"-mat—Nadine Seltzer ..... NEA-DNB
Tall Tales—d&S-1c-hps-tps-mat—Allan Jaffee ..... PNS
The Byrds—d-2c-Panel—Joe Appalucci GMA
Then—Now—d-1c-mat—Roy L. Fox ..... CTN
There Oughta Be A Law—d-3c5¼"; S-pt-hpt-hps-tps-mat—Al Fagaly & Harry Shorten .....BM-KEL-MIL
These Women—dexS-1c-2c-ilm—Gregory d'Alessio ..... PNS-CWF
They'll Do It Every Time—d-3c-4c-mat; S-tps-pt-hps-mat—Jimmy Hatlo .. KFS-RGB
This Funny World—d-2c-mat—Misc. Cartoonists ..... MCN-CWF
This Is Sport—tw-2c4½"—Court Alderson ..... CO
This is Sport!—w-1c-mat-glossy proof—Court Alderson ..... APS
This Week's Motto—w-10-man—Estey I. Reed ..... SS
Those Darn Decisions—dS-2c2½"-ps-mat—LAL ..... SNF
Thrifty-Nifty—dexS-1c3½"-mat—Helen Robertson and Mary Dunn ..... GFC
Time Out—d-1c-2c; S-1c-ilm—Jeff Keate ..... PNS-CWF
Tizzy—dexS-2c5¼"-mat—Kate Osann ..... NEA-DNB
Today's Best From Europe—d-2c4 1/16"-ilm—European Artists ..... RTS-KEL
Traveling Light—w-2c-mat—The Sloanes and Jim Weakley ..... GFC
Trixie the Trader—w-2tw-1c2¾-mat or proof—Dick Ericson ..... SP
Trudy—6tw-2c-mat—Jerry Marcus ..... KFS
TV Laffs—d-1c-mat—Cliff Rogerson ..... BM-KEL
TV Micro Funnies—d-1c3¼"-ill-ilm—Geo. Lamont ..... NEA-DNB
TV-Tee-Hees—d-1½"-mat; S-2c4"-mat—Henry Scarpelli ..... GFC
Two Bits—5tw-1c4-ilm—John Somerville.... JS
Ups and Downs—dS-2c4½"-ps-mat—DRL ..... SNF
US Boys—d-2c3¾"; S-tps-mat colors—Don Gregg & Bill Zaboly ..... SEL
Vacation—ads-an-1c3½"-mat-ill-ilm—Staff ..... NEA-DNB
Weather Comics—d-1c1"-ill-ilm—George Scarbo ..... NEA-DNB
Webster Cartoons, H. T.—w-2c4"-mat-glossy proofs—H. T. Webster ..... APS
Wee Women—dS-1c1½"-mat—Mel Lazarus ..... GFC
What A Life!—dS-2c4½"-ps-mat—Reed ..... SNF
Wat's Your Name—d-1c-mat—Ken Gray ..... TSS
When Our Dreams Come True—dS-2c4½"-ps-mat—Reed ..... SNF
Why We Say—dexS-1c3"-mat—Bob Morgan and Pete Hoffman ..... GFC
Woody's World—d-2c-mat—John Holm .. NNS
Word-A-Day—dexS-1c-mat-ill—Mickey Bach ..... PNS-CWF
Yogi Bear—d-2c-mat—Hanna-Barbera Productions ..... MCN-CWF
You Said It—d-2c-mat—Ken Gray .. NNS-TSS

9—CHESS - CHECKERS

Chess—d-2c4"-mat——Leonard Barden .. MS
Chess Master—w-1c3—mat-glossy proof—George Koltanowski ..... GG

10—CHILDREN

A Child's World—2tw-400-mim—Isabelle Buckley .....PNS-MIL
Ask Andy—d-300-mim—Ellen Walpole ..... LAT-TNS
Answer This If You Can—w-500-mim—Patrick Carr ..... CSF
Bevans—Parent-Child—dS-man—Gladys Bevans ..... CTN
Biography In Brief—w-500-mim—Patrick Carr ..... CSF
Cappy Dick—S-hps-pt-tps-hpt-mat—Cappy Dick ..... PNS-CWF
Child Care—dexS-350-mim—Milton I. Levine, M.D. and Jean H. Seligman ..... GFC
Child-Parent Relations—The Mature Parent—eod-350-2c8"-man-tape—Mrs. Muriel Lawrence ..... NEA-DNB
Children's Corner—w-ps-mat—Lloyd Dennis and Robert Kunz ..... TNS
Christmas Shopping Feature—an-ps-man-tape-ill-ilm—Staff ..... NEA-DNB
Doctor & Your Child—sw—Dr. Willis J. Potts ..... CTN
Experiment with Me—w-500-mim—Patrick Carr, Bill Danley ..... CSF
Eyeing Educational Playthings—w-500-mim—Patrick Carr— ..... CSF
Family Scrapbook, The—dexS-200-mim-ilm—Dr. Ernest G. Osborne ..... UFS-BUF
Features—w—Ida Fried ..... EPS
Free For All—w-500-mim—Patrick Carr ..... CSF
History in Headlines—w-1000-mim—Patrick Carr ..... CSF
Hobby Lobby—w-500-mim—Patrick Carr ..... CSF
How To Keep Your Child Well—tw-man—Dr. Theodore R. Van Dellen ..... CTN
I Want To Be A—w-500-mim—Patrick Carr, Ruth Twigg ..... CSF
Junior Editors—dexS-2c-panel and text-mat—Coulton Waugh ..... APN
"Kidbits"—d-4c-mat—J. H. Kerber ..... SEL
Let's Visit—w-500-mim—Patrick Carr, ... CSF
Letters From Kids—d-1c5 ⅛"-mat—Bill Adler ..... HLS-CWF
"Message For Mothers"—5tw-300-mim; S-tps-mat color; S-500-mim—Leon H. Dembo, M.D. ..... SEL
"Miss Caroline"—The little Girl in the big White House—6tw-2c—Gerald Gardner (writer); Frank Johnson (artist) .. AD
Mother's Helper—5tw-1c-mat-ill—Charlotte Heimann & Betsy Pearson ..... PNS-MIL
Mr. Ed U. Cation—w-500-mim—Patrick Carr ..... CSF
Mr. Sandman Tales—w-1000-mim—Patrick Carr, Bill Heyduck ..... CSF
National Science Fair—w-(school-year)-mim-var-ilm—Staff ..... SCS
Nature Stories—dexS-400—Thornton W. Burgess ..... PNS-MIL
Parent Problems—6tw-mat-proof—Dr. Garry C. Myers ..... KFS-TSS-CP
Parents Ask—From the Gesell Institute of Child Development—5tw-500-mim-tape—Frances L. Ilg, M.D. and Louise Bates Ames, Ph.D. ..... HLS-CWF
Parents' World—5tw-350-400-mim—Dr. Eve Jones ..... BF
Poems on Parenthood—w-25-75-2c4-3c6-man-mat-ill—Janet Henry .... NEA-DNB
Points for Parents—d-2c-2⅞"-ilm—Edyth Thomas Wallace ..... RTS-KEL
Quizola—w-500-mim—Patrick Carr ..... CSF
Smile A'Mile—w-500-mim—Patrick Carr ..... CSF
Taffy's Tips—5tw-1c-mat-ill—Dolly Martin ..... PNS-MIL
Teen Topics—6tw1c2½"-mat—Harry Lui ..... LIA

Another Leader from GFC

THE EVENING STAR
Washington, D. C., Monday, June 10, 1963

ON THE SIDE

'Mr. Tweedy' Appeal Is Like Chaplin's

By PHILIP H. LOVE
Feature Editor of The Star

Perhaps because there's a little bit of "Mr. Tweedy" in most of us, Ned Riddle's daily two-column cartoon of that title has been picked by readers as the best of The Star's comic panels. It is even ranked ahead of all but one of the strips, "Beetle Bailey," which has won the No. 1 spot for eight years running.

Tweedy has something of the same appeal as the old-time Charlie Chaplin movies. He's always at the right place at the wrong time or in the wrong circumstances; and even when he isn't, he manages to say the wrong thing or do the wrong thing. In short, he's always in hot water.

Cartoonist Riddle readily admits that his own experiences have been the inspirations for many of the Tweedy contretemps.

"I'm a timid guy myself," the artist says, "and I also have some talent for getting into frustrating situations. But don't we all?"

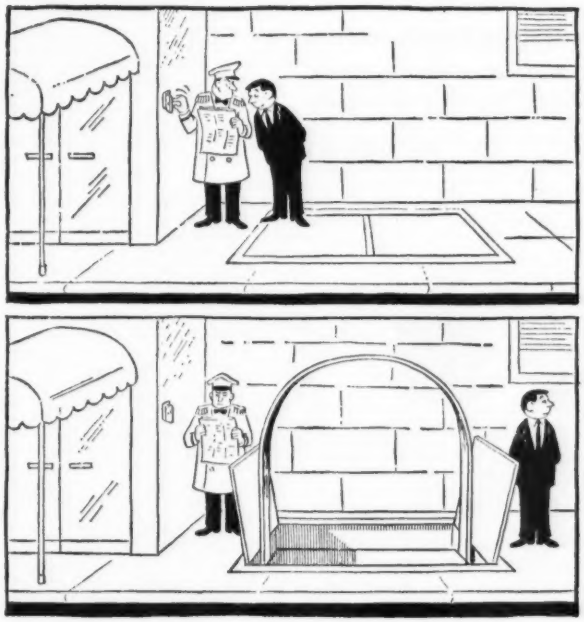
Mr. Riddle also has talent for humorous drawing, along with a knack of dreaming up the kind of minor dilemmas and crises that readers inescapably relate to themselves. This "reader identification," as the psychologists call it, is the secret of the success of many short stories, novels, movies, television programs and cartoons which, superficially at least, seem to be quite simple and, in some instances, even downright corny.

Riddle's drawing is deceptively simple, but he has had a sound education as an artist and has produced many paintings in water color—an extremely difficult medium, as most art instructors and critics will agree.

* * * *

IT WAS DURING World War II that Riddle began exhibiting his knack for creating humor—between combat operations in which his submarine sank more than 65,000 tons of enemy shipping in the Pacific. He and another submariner published a mimeographed weekly "newspaper" liberally sprinkled with cartoons ridiculing everyone on board except "a rather sensitive captain."

MR. TWEEDY —By Ned Riddle



After the war, Riddle earned an A.B. degree at Washington University School of Art and then studied under the German expressionist painter, Max Beckman. In 1947-48, he turned out more than 300 water colors of St. Louis street scenes. He still uses painting as an "escape" from cartooning.

From 1948 to '53, Riddle worked in the art department of the Dallas News, retouching photographs, drawing layouts and doing all the other routine chores required of a newspaper artist. To break the monotony, he started drawing Tweedy in odd moments, using his own mishaps and those of his friends as subject matter. Readers of the Texas daily liked the panel so well that Riddle decided to try to have it syndicated.

For this purpose, Tweedy aged slightly and became a bit more sophisticated, but retained his uncanny knack of getting into trouble. The Star was one of the first newspapers to buy the cartoon, and it caught on with our readers with rather amazing speed. At first, it appeared among the classified advertisements, along with several other panels. But when, as sometimes happened, it was crowded out, the hurt cries of readers were so numerous and so loud that we had to make a place for it on one of the comic pages. It now appears there regularly.

MR. TWEEDY also appears regularly in nearly every State in the Union, as well as in many Canadian and European newspapers. In 1960, a selection of choice Tweedy cartoons was assembled in a book published by Fleet. Despite his success, the artist still lives unpretentiosuly in Dallas. He has a wife, a son and a daughter.

Recently, Riddle has been trying his hand at chalk talks—and with considerable success, according to the syndicate which distributes his cartoons. Says William H. Thomas, assistant editor of General Features Corp.: "Riddle delights his audiences with his quick wit and wry comments as much as by his facile, expressive and hilarious sketches." More modestly, the artist comments: "I've yet to appear before an audience that wasn't warm and really generous with its applause."

At 41, Riddle—like Mr. Tweedy—worries a bit about his receding hairline and slight paunch, and despite his success continues to find himself in embarrassing situations all too often.

But that's all to the good. If there wasn't something of Mr. Tweedy in Ned Riddle, there wouldn't be a Tweedy cartoon. And if there wasn't something of the same little fall guy in the rest of us, Tweedy wouldn't be a favorite of several million newspaper readers in this country and abroad.

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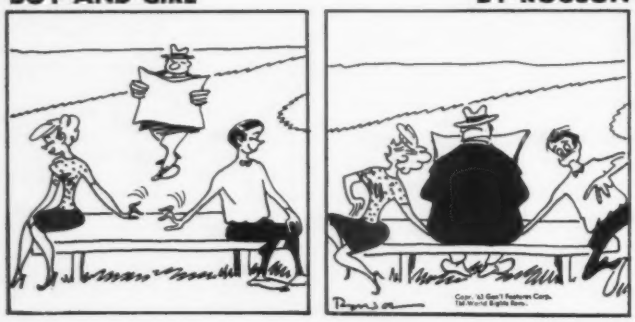

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True Tales of Science and History—w-500-mim—Ruth Twigg ..... CSF
Uncle Ray's Column—d-400-mim-ill-tape-ilm—Ramon Coffman ..... PNS-CWF
What do you Know About—w-500-mim—Patrick Carr ..... CSF
What Young People Think—w-600-ilm—Eugene Gilbert ..... APN
You and Your Child—sw-3c-ill-ilm—Joan Beck ..... CTN
Young Hobby Club—dex-S-250-1c3"-ill-mim-ilm—Cappy Dick ..... PNS-CWF
Your Baby & Mine—d-500-mim-tape; S-600-mim-tape—Myrtle Meyer Eldred ..... RTS-KEL

11—COLUMNS

A Bout With Stamps—d-w-m-500-4c5"-man—Frank Del-Witt ..... HT
A Little Warmth, A Little Light—d-w-400-mim—Linda Lawrence ..... RFS
A Child's World—2tw-400-mim—Isabelle Buckley ..... PNS-MIL
Adam and Eve—d-500-mim-ilm—Adam and Eve Lowell ..... FOR
Adventure Postpaid—w-1c9"-man-ill—Lee James ..... JL
A Line O'Type or Two—d-2c-man—Thomas Morrow ..... CTN
African Digest—2tw-var-mim ..... AFP
Alexander, Holmes—5tw-700-mim-man-tape—Holmes Alexander ..... MCN-CWF
All About Authors—w-1000-mim—Larston D. Farrar ..... FNF
Allen-Scott Report, The—5tw-800-mim-tape—Robert S. Allen and Paul Scott ..... HLS-CWF
A Housewife Wishes—dS-500-mim—Maxine Whitman Morse ..... AA
A Lovelier You—5tw-85-1c-2c-ill-ilm—Mary Sue Miller ..... PNS-CWF
A Minority of One—w-600-mim—Dennis Murray ..... WNS
Alsop Column—3tw-800-mim-tape—Joseph Alsop ..... PNS-MIL
Alvarez Medical Column—4tw-700-mim-on tape—Dr. Walter C. Alvarez .. RTS-KEL
American Album (currently Civil War)—Sergeant Dalzell (Wayne Jordan)—d-250-mim ..... SD
America Afloat—sw-650-ill-ilm-man—Wm. Taylor McKeown ..... NEA-DNB
Amy Vanderbilt's Etiquette—*dexSat.-500-mim-tape—Amy Vanderbilt UFS-BUF
An Editor's Viewpoint—w-1000-mim-tape—Jenkin Lloyd Jones ..... GFC
Ann Landers' Human Relations Column—dS-750-mim-tape—Ann Landers ....PNS-CWF
Anniversary Story—m-800-ilm—Graham Wilson ..... CF-MIL
Antiques and Attic-ulations—w-4c5"-man; S-ps-pt-hps—Katherine Schilling ..... HT
Around the World—tw-mat—Temple Manning ..... KFS-TSS
Art Column—S-750-proof—Emily Genauer ..... PNS-MIL
Arts and Literature—packet—w-var-mim ..... AFP
As I See It—d-600-mim—Hugh Russell Fraser ..... CF-MIL
Ask Amy—w-2c10-mat—Amy Adams ..... CPS
Ask Arthur Lord—tw-man—Kirby-Westheimer ..... CTN
Ask Dorothy Draper—codexS-300-mim—Dorothy Draper ..... AD-MIL
Ask Henry—w-300-proof—Henry Makow ..... TNS
Ask the Teacher—5tw-300-man—Shirley Schraub ..... MCN-CWF
Assignment: America—5tw-mim—Phyllis Battelle ..... KFS
Assignment: America—5tw-mim-man-var-by wire—Phyllis Batteile ..... HHS
Assignment: West Coast—S-500-mim—Neil Morgan ..... CNS
Atkinson Column—tw-750-mim—Brooks Atkinson ..... NYT
Babson's Authentic Release—w-800-mim—Roger W. Babson ..... PFB
Backdrop, The—w-750-mim—John C. O'Brien ..... NCW
Backstairs at the White House—2tw-400-wire—Merriman Smith ..... UPI
Baker Column—3tw-750-mim—Russell Baker ..... NYT
Barbs—dexS-100-1c4"-man-tape-ill-ilm—Hal Cochran ..... NEA-DNB
Barney Glazer from Hollywood—w-400-mim—Barney Glazer ..... TCN
Beauty After Forty—5tw-300-man—Edyth Thornton McLeod ..... MCN-CWF
Beauty Column—tw-150-300-1c-2c-3c-man-tape-ill-ilm—Alicia Hart....NEA-DNB
Behind The Ssenes At the United Nations—w-800-mim—David Horowitz ..... WUP
Betty Beale's Washington Letter—w-750-mim-tape—Betty Beale ..... HLS-CWF
Between the Lines—w-450-60-man-mim—Edith Kermit Roosevelt ..... ROO
Between You 'n' Me—w-550-2c11"-man-ill—Murray Olderman ..... NEA-DNB
Between You And Me—w-800-mim—Boris Smolar ..... JTA
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Bishop Sheen Writes—w-750—Fulton J. Sheen ..... GMA
Bits of America—w-300-mim—Clarice Irwin ..... AR
Blake Heart to Heart Talks—dS-man—Doris Blake ..... CTN
Bolton, Whitney—d-500-mim-man-tape—Whitney Bolton ..... MCN-CWF
Books and Arts—w-700-man—Miles Smith ..... APN
Book Reviews—2-3w-400 proof—Miles Smith ..... APN
Bookshelf—3tw-1c6"-man-mim—Jeff Lee.... JL
Boyle's Column—5tw-500-by wire—Hal Boyle ..... APN
Bridge Column—d ex S-400-1c12-ill-ilm-man-tape—Oswald Jacoby ..... NEA-DNB
Britain Speaks—m-800-man—John Kingsley & W. N. Ewer ..... PRO
Broadway—3tw-500-mim-S-500-wire—Jack Gaver ..... UPI
Broadway Beat—w—Hans Holber ..... EPS
Broadway in Brief—w-500-man-mim—Ted M. Kraus ..... CD
Broadway Karikatures—w-2c6"-600-man-ill-ilm—Joe Kaliff ..... AMF
Broadway Vignettes—w-2c5—Marcia Michels ..... AMF
Buchwald Column—3tw-750-mim—Art Buchwald ..... PNS-MIL
Business With Pleasure—d or w—Harry S. Donen ..... DHS
Busy Being A Bride—dS-500--mim—Barbara Wilson ..... AA
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Calling All Teen Agers—ds-500-mim—Ginny Bee ..... AA
Canada Roundup—w-450-mim—CNS Correspondents ..... CNS
Canadian Fashion & Fad—eod ex S-400-mim—Pegg Rogers ..... DWL
Canadian Report—w-800-mim-ilm—Canadian news analysis for U. S. papers—H. W. Patterson ..... TNS
Cannel At Large—3tw-650-ill-ilm—Ward Cannel ..... NEA-DNB
Capital Cornpone—tw-120-mim—Lyn Nofziger ..... CNS
Capital Letters—3tw-mim—Ruth Montgomery ..... KFS
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Continental Diary—w-800-mim—Noel Anthony ..... NANA-CWF
Conversation Piece—3tw-500-mim—Rudolf Flesch ..... RTS-KEL
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Curious Facts—d-w-450-mim—Donald Whitacre ..... CFF
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DC Wash—w-man—Gwen Gibson ..... CTN
Daffinitions—dexS-6"-mim—Paul H. Gilbert ..... GFC
Daley Column—d ex sat-750-mim—Arthur Daley ..... NYT
Daily Flashback Calendar—dS-1c1¼"-mat—Dick Peeples ..... AF
Dance Column—S-750-proof—Walter Terry ..... PNS-MIL
Dateline: Europe—w-mim—Otto von Habsburg ..... KFS
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Dear Mrs. Mayfield—5tw-1000-mim-tape—Molly Mayfield ..... UFS-BUF
Dear Sally—dexS-300-mim-man—Sally Shaw ..... WLG-MS
Debbie Drake—3tw-2c-mim-ill-mat—Debbie Drake ..... PNS-MIL
Designing Woman—d-1c2c-400-ill-ilm; S-200-mim-ill—Elizabeth Hillyer ..... NNS
Designing Woman Weekender—S-250-mim-ill—Elizabeth Hillyer ..... NNS
Diet Series—an-600-1c20"-ill-ilm-tape—Gaynor Maddox ..... NEA-DNB
Dinah Mite—d-1c3"-mat—panel cartoon—Joe E. Buresch ..... JEB
Disc Data—w-1c6"-man-mim—Staff ..... JL
Do-It-Yourself—w-600-700-man-ill-ilm-tape—Mr. Fix ..... NEA-DNB
Do's and Don'ts for Mothers—5tw-150-200-mim—Dr. Phyllis Hostler ..... CF-MIL
Dog Notes—w-1000-man—Peter Boggs ..... MCN-CWF
Dogs—S-man-ill—Tom McNally ..... CTN
Doris Fleeson Column—Washington—3tw-500-mim-tape—Doris Fleeson ..... UFS-BUF
Dorothy Dix Column—dS-1000-mim-tape—Helen Worden Erskine ..... BM-KEL-DNB
Down on the Farm—w-650-mim-ilm—Ed Harris ..... FOR
Dr. Joyce Brothers—w-600-mim—Dr. Joyce Brothers ..... NANA-CWF
Dream Street—5tw-2c-man—Robert Sylvester ..... CTN
Drummond Column—4tw-800-mim-tape—Roscoe Drummond ..... PNS-MIL
Education U.S.A.—S-500-wire—Louis Cassels ..... UPI
Enjoy Skiing—5tw-sea-350-proof—Anne Heggtveit ..... TNS
Eric Sevareid Column—S-700-mim—Eric Sevareid ..... HLS-CWF
Etc. & P.S.—w-2c5"-man-mim—Milt Miller ..... JL
Etiquette, Correct Thing—dS-2c-mat—Elinor Ames ..... CTN
European Jigsaw—w-2c8"-man—Philip W. Whitcomb ..... MAC
Everybodys Money—3tw-mim—Merryle Stanley Rukeyser ..... BHS
Everyday Editorials—d-1,800-mim—Monte F. Bourjally & Staff ..... GS
Everyday Law—d-150-mim—Martin J. Ross ..... LAW
Everyman's Family—w-650-mim—Msgr. John C. Knott ..... NCW
Faces and Places—w-750-mim—Cleveland Amory ..... PNS-CWF
Family Council, The—dexS-500-mim-tape—Counciling Groups ..... GFC
Family Finance—5tw-700-mim—Morton Yarmon ..... WNS
Family Purse, The—w-600-mim—Lois and Jim Hunter ..... GFC
Farm Wife's Window—w-500-600-man—Ethelberta Hartman & Owner ..... FWW
Features—w—Ida Fried ..... EPS
Financial—w—Carl Ritter ..... CNS
Financial Service—w-7c-500-mim—Rogers & Staff ..... PNS-MIL
Finding the Way—Religious Column—w-350-1c10"-tape-mat-ill—Ralph W. Loew, D.D. ..... NEA-DNB
Footlights of Broadway—w-350-mim—Ward Morehouse ..... NANA-CWF
For and About Teenagers—w-3c5-mat—Staff ..... CSP-MIL
For Men Only—d&S-600-text-man—Suzan M. Rogers ..... SMR
For Peace and Health—w-2c-500-mat—Beatrice Katz, M.D. ..... BPF
Foreign Correspondents—w-man—Tom & Harle Dammann ..... CTN
Foreign News Commentary—5tw-500-wire—Phil Newsom ..... UPI
Foreign News Service—w-500-800-offset-mim—English, French, Spanish & Portuguese—Staff, Correspondents & outside contributors ..... FNS
France Speaks—m-800-man—Michel Labray ..... PRO
Free For All—w-500-mim—Patrick Carr ..... CSF
From New York—w-mim—Creighton Peet ..... PT
From Where I Sit—d or w—Harry S. Donen ..... DHS
Fugitives From The FBI—w-mat-proof—Staff ..... KFS-CP
Gains and Brains—d-w-145-*190-man—Estey I. Reed ..... SS
Germany Speaks—m-800-man—Werner Lohe ..... PRO
Glazed Bits—dS-400-mim—Barney Glazer ..... TCN
Global View, The—w-300-600-man-ill-ilm-tape—Leon Dennen ..... NEA-DNB
Golden Years—w-650-mim-tape—Thomas Collins ..... GFC
Golden Years, The—w-2c8-mat—Thomas Collins ..... CSP-MIL
Good Taste—d-350; eo8-600-mim-tape—Emily Post Institute ..... BM-KEL-DNB
Great Ideas From The Great Books—w-750-mim—Dr. Mortimer J. Adler ..... PNS-CWF
Green Thumb—1000-d-w-1000—George "Doc" Abraham ..... GEO
Guest, Edgar A. (Poetry)—d-2c3¼"; S-2c-mat—Edgar A. Guest ..... GMA
Half-Marked—w-750-man—Gordon Langley Hall ..... GHS
Health For Today—dexS-500-mim—Dr. W. W. Bauer ..... CF-MIL
Helen Help Us—6tw-mim—Helen Bottel ..... KFS
Hemisphere Week—w-500-wire—Francis L. McCarthy ..... UPI
Henry J. Taylor Column—3tw-600-mim—Henry J. Taylor ..... UFS-BUF
Here's How—3tw-150-man—Osa Handie ..... MOH
Hi-Fi—w-400-mim—Preston McGraw ..... UPI
"Hi-Fi Equipment"—dS-400-mim—Barney Glazer ..... TCN
Hi-Fi Whirled—dS-400-mim—Barney Glazer ..... TCN
Hints from Heloise—d-mim-S-tps-ill-mat colors—Heloise Cruse ..... KFS-RGB
Hobbies—w-300-man-ilm—Staff ..... APN
Hobby Horse Tales—w-4c5"-man; S-ps-pt-hps—Frank Del-Witt ..... HT
Hobby Lobby—w-500-mim—Patrick Carr ..... CSF
Hold On!—3tw-500-mim—Charles McDowell, Jr. ..... RTS-KEL
Hollywood—w-on year-round basis-Spanish, English & Portuguese languages—Inez & Cecilia Pedroza ..... ICP
Hollywood—dS-var-by wire-mim-man—Louella O. Parsons ..... HHS
Hollywood—d-man; S-man-ill—Hedda Hopper ..... CTN
Hollywood—dS-mim—Louella O. Parsons ..... KFS
Hollywood Beauty—sw-S-500-mim-ill—Lydia Lane ..... LAT-TNS
Hollywood Chuckles—d or w-ex-Sat.-300w-50d-mim—Pete Watson ..... GHF
Hollywood—Movies-TV dexS-500-600-2c12"-man-tape-ill—Erskine Johnson ..... NEA-DNB
Home Town Flavor (quoting country editors)—w-400-mim-ilm ..... HTF
House Plans You Can Buy—w-2c-3c-mat-glossy photographs—Hiawatha Estes ..... NPB
Housing News—w-500-mim—Hugh L. Morris ..... MNS
How's Business?—w-250-300-mim-ill—Roger W. Babson's Staff ..... PFB
How Do You Stand, Sir?—w-tw-400-mim-tape—Sen. Barry Goldwater ..... LAT-TNS
How To Get Money For College—w-60-mim—Dr. Benjamin Fine & Sidney A. Eisenberg ..... BM-DNB-KEL
How To Keep Your Child Well—2tw-man—Dr. Theodore R. Van Dellen ..... CTN
Human Side, The—w-500-mim—Chester Lewis ..... AFS
Humor Column—Cricket At Home—w-ill-mats or print—Fred Gobman ..... CTN
Hy Gardner Calling—3tw-800-proof—Hy Gardner ..... PNS-MIL
I Beg To Differ—3tw-500-mim Frank Lowe ..... CWF
If Your Name Is. . . (Fun with first names)—d-w-470-man-mim—Ann Reynolds, Ph.D. ..... RFS
In Perspective—tw-850-mim—Max Freedman ..... PNS
Income Tax for the Worker—d-500-mim—C. A. Miller ..... RGB
Income Tax Primer Series—an-800-1c25"-man-tape-ill-ilm—Richard A. Mullens ..... NEA-DNB
India Speaks—m-800-man— A. D. Mani ..... PRO
Indoor Gardening—w-500-ill-ilm-mim—Katherine B. Walker ..... PNS-CWF
Inez Robb Column—5tw-500-mim-tape—Inez Robb ..... UFS-BUF
In New York—5tw-proof—Walter Winchell ..... KFS
In Washington—4tw-mim—Ralph de Toledano ..... KFS
Inside Humor—d or w—Harry S. Donen ..... DHS
Inside Labor—d-700-mim-tape—Victor Riesel ..... HLS-CWF
Inside Report—6tw-700-mim—Rowland Evans & Robert D. Novak ..... PNS
Inside Straight—w-800-mim—Michael MacDougall ..... BM-KEL-MIL
Inside Washington—3tw-mat-proofs—Henry Cathcart ..... KFS-CP
Interior Decorating—tw-mim-400-ill—Betty Pepis ..... BM-KEL-MIL
International Review—S-2000-2c-mim—Gilbert Lloyd ..... WP
I Remember—w-1c7"-mat-ill—Staff ..... CSP-MIL
Irene Kuhn Column—3tw-mim—Irene Corbally Kuhn ..... KFS
Isn't It The Truth?—w-2c12"-4c12"-mim—Charles Rehns ..... CH
Israel Newsletter—w-800-mim—Joshua Justman ..... JTA
It Happened Last Night—dS-750-mim-ilm—Earl Wilson ..... HLS-CWF
It Seems To Me—w-350-mim—David C. Gardner ..... GA-DF
It's a Cockeyed World—2c5-mat—Joe Kaliff ..... AMF
It's News to Me—3tw-400-500-mim—Herb Caen ..... CHR
It's Your Landscape—w-400-ill-mim-ilm—George Creed ..... PNS-CWF
Jackie Robinson Says—w-500-mim—Floyd Patterson ..... VIP
Japan Speaks—m-800-man—Kazuo Kuroda ..... PRO
Jay Hayden Column—dS-600-mim—Jay Hayden ..... NANA-CWF
Journeys to Pleasure—w-600-mim-ill—Frances Kelton ..... PNS
Kaltenborn Edits the News—S-750-mim-tape—H. V. Kaltenborn ..... GFC
Karikature Karnival—w-1c6"-200-bio-with Caricature-ilm—Joe Kaliff ..... AMF
Karikaturettes—w—Staff ..... AMF
Kennel and Leash—S-500-mim—Maxwell Riddle ..... CF-MIL
Kitchen Cynic—5tw-2c6"-mim—Bern Sharfman ..... AMF
Kleiner TV Notebook—w-450-550-4c6½"-man-tape-ill-ilm—Dick Kleiner ..... NEA-DNB
Know Your Hemisphere—w-450-mim—CNS correspondents ..... CNS
Krock Column—3tw-750-mim—Arthur Krock ..... NYT
Langston Hughes Column—w-500-mim—Langston Hughes ..... VIP
Languages in the News—d-1c6-mat—Charles Berlitz ..... APN
Las Vegas Limelight—1c—Barney Glazer ..... TCN
Latin News Roundup (in Spanish and English)—w-750-mim ..... CNS
Law Brief—d-150-500-mim—Martin J. Ross ..... LAW
Lawrence Dispatch—5tw-600-mim-tape—David Lawrence ..... PNS-MIL
Lawrence Fertig—S-750-mim—Lawrence Fertig ..... CF-MIL
Learn to Write—d-30 issues only-3c4-ill-mat—Cullen E. McCoy ..... RT
Lesson in English—dexS-mim-115-400-man—W. L. Gordon ..... WLG-MS
Let's Explore Your Mind—d-1c-2c-300-ilm; S-300-hpt-tps-ill-ilm-mat-tape—Sylvanus and Evelyn Duvall ..... NNS
Let's Talk It Over—d ex S-500-man—Dr. Douglas Wilson ..... CWF
Letters to Louise—d-man—Louise Hutchinson ..... CTN
Life Begins at Forty—4tw-mim—Robert Peterson ..... KFS-TSS
Lightest Mexico—5tw-500-mim—John Abney ..... JO
Lightly Speaking—w-700-mim—Charles M. Guthrie ..... ALS
Lippmann Column—sw-500-mim—Walter Lippmann ..... LAT-TNS
Listen Americans—w-500-man—Dr. George S. Benson ..... NEP
Little Old New York—Broadway—tw-man—Ed Sullivan ..... CTN
Lively Arts Package—w-mim—Chronicle Columnists ..... CHR
Lively Living—S-500-mim-ill—Reba and Bonnie Churchill ..... NNS
Local Affairs Service—d-600-man—Monte F. Bourjally & Staff ..... GS
London Letter—5tw-500-mim—Wallace Reyburn ..... TNS
Looking Ahead—w-500-man—Dr. George S. Benson ..... NEP
Looking At Washington—w-2c-man-tape—Edward H. Sims ..... EC-MS
Looking South From Washington—3tw-1c-man-tape—Edward H. Sims ..... EC-MS
Lyons Den, The—d-850-mim-tape—Leonard Lyons ..... HLS-CWF
McLemore Says—5tw-600-mim-man-tape—Henry McLemore ..... MCN-CWF
Magazine Notes—w-500-mim—Patrick Carr ..... CSF
Magic Carpet Over Broadway—dS-2c6-mat-man—Joe Kaliff ..... AMF
Male Polish—w-500-ill-mim-tape—Donald Goodwin ..... GFC
Man-in-The-News—d ex sat-500-mim — NYT
Mary Haworth's Mail—5tw-mim—Mary Haworth ..... KFS-TSS
Mary McGrory—political reporter—750-mim—Mary McGrory ..... UFS-BUF
Maybe This Week Will Get Better—S-man—Elmer Muffwinkle ..... CTN
Medical Memos—5tw-150-mat-ill—H. L. Herschensohn, M.D. ..... LAT-TNS
Memo From Gramps—w-400-mim—Ronald Anders ..... AR
"Message For Mothers"—5tw-300-mim; S-tps-500-mim-mat colors—Leon H. Dembo, M.D. ..... SEL
Mexican News Roundup—w-450-mim—William Shanahan ..... CNS
"Miss Carolina"—The little Girl in the big White House—6tw-2c—Gerald Gardner (writer); Frank Johnson (artist) ..... AD
Modern Almanac, The—w-man—Herb Daniels ..... CTN
Mohr About Fashion—3tw-350-man-ill—Berta Mohr ..... MOH
Moon Messages For You—d-8x14-300-mim—Cullen Moore ..... CMS
More For Your Money—w-500-600-proof—Lawrence Galton ..... GMA
Mostly About Dogs—S-man-ill—Tom McNally ..... CTN
Motion Picture Column—5tw-450-mim—James Meade and Dave McIntyre ..... CNS
Movies—d-500-mim—Bosley Crowther ..... NYT
Mr. Billopp—d-300-man—Francis F. Beirne ..... MCN-FJM-CWF
Mr. Fix-It—w-2c-man-ilm—Harold Smith ..... CTN
Muggeridge Column (From London Daily Mirror)—w-600-man-ill—Malcolm Muggeridge ..... UPA
Murder He Says—w-75--100-mim—Peter Markos ..... VN
My New York—3tw-mat-proof—Mel Heimer ..... KFS-CP
Nason on Education—3tw-400-mim—Dr. Leslie J. Nason ..... APN
National Whirligig—d-mim-1200-tape-w-800-tape—Andrew Tully ..... BM-KEL-MIL
New Apostles, The—w-600-mim-ill-ilm—Glenn D. Kittler ..... NCW
New Ideas—Products—w-2c5"-500-man-mim—Staff ..... JL
New Products—w—Ida Fried ..... EPS
News Dispatches on Topics of Current Interest—dexS-300-600-mim-ill-ilm-tape—Ray Cromley, Richard Kleiner, Leon Dennen, Bruce Biossat, Tom A. Cullen, Gaynor Maddox, Rosette Hargrove, Ward Cannel, Harold Sheehan, Boyd Lewis ..... NEA-DNB
News Focus—4tw-500-mim—Charles Bartlett ..... PNS
News Notes—w-2c18"-man-tape—Staff ..... EC-MS
News of the Week in Review—w-500-wire—William D. Laffer ..... UPI
News Report From Washington—w-2c6"-man—Wes Hayden ..... EC-MS
News Service—d-U.S., Canada, Europe-wire service ..... NYT
New York Cavalcade—6tw-mim—Louis Sobol ..... KFS
New York Theatre Letter—S-man—John Chapman ..... CTN
North Callahan in New York—w-500-mim—North Callahan ..... AS
Now See Here!—4tw-mim—Bert Bacharach ..... KFS
Occupation—Housewife—sw-350-mim—Dolly Reitz ..... LAT-TNS
Of All Places—S-750-mim-ill—Horace Sutton ..... HLS-CWF

Of Smith and Men—tw-350-mim—
Jack Smith ..... LAT-TNS
Of Words and Things—w-200-300-mim—
Dr. Alexander Gode ..... SCS
Off Beat Diary—w-450-mim—
CNS correspondents ..... CNS
Off The Beaten Track—w-525-mim-ill—
Bernard Gelman ..... GE
Office Cat—d-w-sw—Edgar A. Moss ..... MOF
Oil News—S-400-wire—Harry
Wilson Sharpe ..... UPI
Old and New-mismatics—w-4c5"-man;
S-ps-pt-hps—Katherine Schilling ..... HT
On the Line—6tw-mim—
Bob Considine ..... KFS
On the Line—dexSat.-mim-var by wire-man
—Bob Considine ..... HHS
On The Other Hand—w-2c10-mim—
William Gekle ..... WFG
On The Right—w-800—
William F. Buckley, Jr. ..... GMA
On The Town—5tw-man—
Charles McHarry ..... CTN
On World Affairs—3tw-mim—
Edgar Ansel Mowrer ..... BM-KEL-MIL
One Man's Opinion—dS-750-1c12"-man—
Louis E. Jaeckel ..... WP
Only In America—3tw-600-700-mim—
Harry Golden ..... BM-MIL
Opinionmakers Speak—w-500-man—
George W. Neill ..... PRO
Opportunities Unlimited—6tw-mat-proof—
Roberta Fleming Roesch ..... KFS-TSS
Our Man Hoppe—3tw-500-mim—
Art Hoppe ..... CHR
Our Religions—w-500-mim—
Dr. Carlyle Adams ..... RTS-KEL
"Out of This ShoWorld"—dS-400-mim—
Barney Glazer ..... TCN
Overseas France—d-var-mim ..... AFP
Owl Laffs—w—Staff ..... MOF
Packsack of Gregory Clark, The—d-400-
ilm—Gregory Clark ..... CWF
Pan American Report—5tw-450-mim—
CNS correspondents ..... CNS
Panorama—w-700-mim—David Schwartz....JTA
**Parents Ask....From the Gesell Institute
of Child Development**—5tw-500-mim-
tape—Frances L. Ilg, M.D. and
Louise Bates Ames, Ph.D. ..... HLS-CWF
Parents' World—5tw-350-400-mim—Dr.
Eve Jones ..... BF
People and Law—d-300-500-mim—
Martin J. Ross ..... LAW
People and Politics—tw-750-mim—
Milburn P. Akers ..... PNS-CWF
People Are Funny—dexS-100-mim—
Art Linkletter ..... CF-MIL
Personality Spotlight—dexS-400-wire—
Staff ..... UPI
Pet Doctor—d-1c6-mat—Dr. A. W.
Moller ..... APN
Pet Points—w-1c2-300-ilm-mim—
Dr. J. R. Emas ..... RTS-KEL
Photography—w-300-mim—
Bart Kinch ..... UPI
Pigskin Pointers—3tw-400-mim—
Jackie Parker ..... TNS
Politics & People—Political column—
w-3c-1c-printed proof—Thomas
O'Neill ..... FJM
Pollyanna—d-w-sw—Staff ..... MOF
Potomac Fever—d-200-man—
Fletcher Knebel ..... RTS-KEL
Prose Poem and Platter—3tw-mim-550-
man-ilm—Nellie B. Wod ..... WFS
Public's Opinion, The—w-500-mim—
John Kraft ..... NNS
Pull Up a Chair—5tw-500-man-tape—
Frank Jay Markey ..... MCN-CWF
Putting My Knows to the Grindstone—
w-4c5"-man; S-ps-pt-hps—
Frank Del-Witt ..... HT
Questions & Answers—d-var-mim-tape ..... HS
Questions & Answers (Q & A)—dexS-mim-
200-1c5"—Staff ..... ERS
Quips & Clips—w-300-mim—
Kerwin Hoover ..... HTF
"Quote" & Unquote, humorous capsule
book reviews—w or dexSat.-600w-
100d-mim—Edwin T. Grandy ..... GHF
Quotes From the News—7tw-200-wire—
Staff ..... UPI
Racial Tides—w-850-1000-ill-mat—
Cullen E. McCoy ..... RT
Rainespout—dS-800-mim—
Sandy Raines ..... AA
Ralph McGill Column—dS-650-mim-tape
—Ralph McGill ..... HLS-CWF
Ramlin' Veeck—w-750-mim—Bill Veeck .. PNS
Raymond Moley Column—w-500-mim-
tape—Raymond Moley .....BM-KEL-DNB
Reader's Courtroom—dexS-300-mim-tape—
Will Bernard, LL.B. ..... GFC
Real Estate—w-500-wire—Edward
Cowan ..... UPI
Record Reflections—w-450-mim—
Julius Sturm ..... AFS
Red World, The—w-500-mim—
Mark Gayn ..... NNS-TSS
Religion—w-500-wire-(for afternoon
papers)—Louis Cassels ..... UPI
Religion in the News—w-450-by wire—
Jules Loh ..... APN
Religion In Review—w-1,000-mim—
Staff ..... RNS
Report From Europe—w-man—
Arthur Vesey ..... CTN
Report From Latin America—w-man—
Jules DuBois ..... CTN
Report From Washington—3tw-man—
Walter Trohan ..... CTN
Report on Labor—sw-500-mim—
John Herling ..... NNS
Reston Column—3tw-750-mim—
James Reston ..... NYT
Richard Starnes Column—5tw-600-mim—
Richard Starnes ..... UFS-BUF
Robert C. Ruark's Column—tw-650-mim-
tape—Robert C. Ruark ..... UFS-BUF
Rogers Column—4tw-500-proof—
Donald Rogers ..... PNS
Rogers Reports—tw-700-mim-man—
Warren Rogers ..... HHS
Round Up of World News—w-var-mim—
David Horowitz ..... WUP
Russian Web, The—eod-10"-12"-600-800-
mim—Leslie Faulkner ..... WP
Ruth Millett's Column—5tw-350-2c5"-
man-tape—Ruth Millett ..... NEA-DNB
Ryskind Column—sw-400-mim—
Morrie Ryskind ..... LAT-TNS
Sahara—2tw-var-mim ..... AFP
Say It Straight!—5tw-600-mim—
Victor Lasky ..... NANA-CWF
Science and You—S-400-wire—
Joseph L. Myler ..... UPI
Seams to Me—tw-400-ill-mim-ilm—
Patricia Scott ..... PNS-CWF
Science and Medicine—Bryant Evans .... CNS
Science Today—5tw-400-wire—
Delos Smith ..... UPI
Secrets of Charm—d-1c-2c-300-ill-ilm;
S-4c8"-mat-tape—
John Robert Powers ..... NNS
Security for You & Veterans Guide—
3tw-400-mim—Martin E. Segal ..... APN
Senator Soaper Says—dexS-600-mim—
Harold Heffernan ..... NANA
Senior View, The—w—Sam Siciliano .. SAS
Sincerely, Edan Wright—dexS-500-mim-tape—
Edan Wright ..... GFC
Skylines—w-600-mim—
Ward Morehouse ..... NANA-DNB
Smart Set, The—6tw-mim—
Cholly Knickerbocker ..... KFS-TSS
Small Worlds Around Us—d-500-mim—
Lynn M. Watkins ..... RTS-KEL
So They Say—dexS-150-1c3½"-man-tape—
Celebrities ..... NEA-DNB
Social Assignments—Staff ..... CNS
Solunar Tables—w-500-mim-ilm—
John Alden Knight ..... RTS-KEL
Southwest Features—Staff ..... CNS
Soviet Union Speaks—m-800-man—
Gherman Maltsev ..... PRO
Space Age Report—3tw-400-mim—
Frank Macomber ..... CNS
Space I. Q.—dexS-500-mim—
William Weiser ..... CF-MIL
Spanish Language Report—w-450 ..... CNS
Sport Scene—3tw-2c7"-man-mim—
Lee James ..... JL
SportShelf—w-1c6"-man-mim—
Jeff Lee ..... JL
Sports Before Your Eyes—d or w—
Harry S. Donen ..... DHS
Sports Column—3tw—Jack Murphy ..... CNS
Sports Postpaid—w-1c9"-man-ill—
Milt Miller ..... JL
Sports Vista—3tw-450-mim—
Gene Gregston ..... CNS
Spotlight On Education—w800-mim—
Dr. Benjamin Fine ..... NANA
Squirrel Cage—5tw-mim—
Douglass S. Welch ..... KFS-TSS
Stars and Lovers (Questions & Answers)—
w-3c-1000-mim—Cullen Moore ..... CMS
Strength For Today—dexS-250-mim—
Dr. Earl L. Douglass ..... CF-MIL
Strictly Fresh—w-150-1c4"-man-mat-ill—
Staff ..... NEA-DNB
Strictly Personal—5tw-500-mim-tape—
Sydney J. Harris ..... PNS-CWF
Sugar and Spice—dexS-30-mim—
Elinor K. Rose ..... AF
Sugar and Spice—w-600-mim—
Bill Smiley ..... TNS
Sulzberger Column—3tw-750-mim—
C. L. Sulzberger ..... NYT
Sum and Substance—w-750-mim—
Rev. John B. Sheerin, C.S.P. ..... NCW
Sunday School Lesson—S-750-mim—
Dr. Earl L. Douglass ..... CF-MIL
**Take It From Kathy—Teenage Q's and
A's**—sw-2c-250-275-man-tape—
Kathy Peterson ..... NEA-DNB
Talk of the World—3tw-500-mim—20
Correspondents around the world ..... CHR
Teen-Age Canada—w-700-mim-ilm—
Jack Hutton ..... TNS
Teen-age Mail—3tw-500-mim-on tape—
Dorothy Ricker ..... RTS-KEL
Teenagers Say—w-1000-mim—
Lester Rand ..... YR
Tell Me Why—dexS-500-ilm—
A. Leokum ..... GMA
Tell Me Your Dream—dS-500-mim—
Stephen Norris ..... AR
Telltale Behavior—w or d-250-mim—
Dr. John R. Martin, Psychologist ..... RN

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Alice Widener ..... USA
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William S. White ..... UFS-BUF
Win At Bridge—d ex S-400-1c12-ill-ilm-man-tape—Oswald Jacoby ..... NEA-DNB
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Your Money (Coins)—w-400-mim—
Frank Graham ..... CNS
Your Money's Worth—5tw-600-mim-tape—Sylvia Porter ..... HLS-CWF
Your Questions Answered—w-600-800-mim—
Edgar Ansel Mowrer ..... NANA
You're Telling Me—6tw-proof-mat—
William Ritt ..... KFS-CP-TSS
You're The Skipper—w-500-ill-min-ilm—
John Bohannan ..... PNS-CWF
Youth Viewpoint, The—w-1000-mim—
Lester Rand ..... YR

CULTURAL—Art, Entertainment, Literature, Poetry, Theatre
(See 11—Columns)

12—COMICS

Abbie An' Slats—d-4c2⅛"-5c2⅝";*S-hps-tp-pt—mat—Raeburn Van Buren....UFS-BUF
Aggie Mack—d-4c; S-tps-hpt-mat—
Roy Fox ..... CTN
Alley Oop—d-4c2⅛"-5c2¾"-mat; S-hps-tps-pt-hpt-mat—V. T. Hamlin .... NEA-DNB
Apartment 3-G—d-4c—5c; S-pt-hps-tps-mat—Alex Kotzky ..... PNS-CWF
Archie—d-4c; S-pt-hps-tps-½t-mat—
Bob Montana ..... KFS
B.C.—dS-4c-hps-tps-mat-pt—
Johnny Hart ..... PNS
Babe 'n' Horace—S-hps-hpt-mat-ill—
Les Carroll ..... NEA-DNB
Barney Google and Snuffy Smith—d-4c; S-hps-tps-pt-mat—Fred Laswell .... KFS-TSS
Bat Masterson—d-4c-S-hps-tps-pt-mat—
Herron and Nostrand ..... CF-MIL
Beetle Bailey—d-4c-5c; S-tps-hps-pt-mat—Mort Walker ..... KFS-RGB
Ben Casey—d-4c2⅛-5c2¾-mat—
Neal Adams ..... NEA-DNB
Ben Hardy and The American Journal—dS-hps-tps-mat—Jim Baker ..... DF
Berrys, The—d-4c; S-pt-hps-tps-mat—
Carl Grubert ..... PNS-CWF
Better Half, The—d-2c2½-mat; S-pt-hpt-tps-mat—Bob Barnes ..... RTS-KEL
Big Ben Bolt—d-4c-mat; S-hps-tps-pt-mat—John Cullen Murphy ..... KFS-RGB
Big Sister—d-4c—Bob Naylor.... KFS-TSS-CP
Biddie and Bert—dexS-4c2⅛"-5c2⅝"-mat—Bob Donovan ..... HLS-CWF
Blast Blair—d-4c-comic strip—
Keith Willingham ..... UFS
Blondie—d-4c-5c; S-ps-hps-tps-pt-mat—Chic Young ..... KFS-TSS
Blue Chips—d-3c-mat—
Morrie Brickman ..... BM-KEL-DNB
Bobby—d-4c; S-hps-pt-mat—Jerry Iger..... PF
Bonnie—d-4c-2c-mat—
Joe Campbell ..... MCN-CWF
Boots—S-hps-tps-hpt-mat—
Les Carroll ..... NEA-DNB
Boy and Girl—dexS-2c2"-mat—
John Rouson ..... GFC
Brenda Starr—d-4c-5c; S-tps-pt-mat—
Dale Messick ..... CTN
Brick Bradford—d-4c; S-pt-hps-tps-mat—
Paul Norris ..... KFS-TSS-CP
Bringing Up Father—d-4c; S-pt-hps-tps-mat—Kavanagh—Fletcher—
Greene ..... KFS-RGB
Buck Rogers—d-4c-5c-mat; S-hps-pt-tps-mat ..... NNS
Bugs Bunny—d-4c2⅛"-mat; S-hps-tps-pt-mat ..... NEA-DNB
Bullwinkle—d-4c-mat-mat—
Al Kilgore ..... BM-KEL-MIL
Bunion—d-3c1½; d-4c2¼-mat—
Jack Martin ..... TSS
Bunion—d-3c-4c-mat—Jack Martin ..... NNS
Buz Sawyer—d-4c-5c; S-hps-tps-pt-mat—
Roy Crane ..... KFS-TSS
Caesar—d-4c-mat; S-tps—W. Timyn ..... CTN
Cappy Dick—S-hps-pt-hpt-mat-tps—
Cappy Dick ..... PNS-CWF
Captain and the Kids, The—*S-hps-tps-pt-hpt-mat—Rudolph Dirks ..... UFS-BUF
Captain Easy—d-4c2⅛"; 5c2¾"-mat; S-hps-tps-pt-hpt-mat—Leslie Turner .... NEA-DNB
Captain Bob's Adventures—d-7¾"x2¼" (also 7"x2")-glossy-mat-plastic plates separate-mim text ..... VAZ
Carnival—d-2c5½"; S (plus Mr. Merry weather)-hps-tps-pt-mat—Dick Turner ..... NEA-DNB
Channel Chuckles—d-1c3¾-ilm; S-hps-tps-pt-mat—Bill Keane ..... RTS-KEL
Chris Welkin—Planeteer—S-hps-tps-pt-mat—Russ Winterbotham (author), Art Sansom (artist) ..... NEA-DNB
Cicero's Cat—S-6"-tps-mat—
Al Smith ..... BM-KEL-DNB
Cisco Kid—d-4c-mat—Jose Luis Salinas and Rod Reed ..... KFS-RGB
Color Comic Sections—S-ps-pt ..... NEA-DNB
Color Comics—S-ps-hps-tps-pt-hpt-mat—
Various NEA Artists ..... NEA-DNB
Col. Potterby & The Duchess—S-tps-mat—Chic Young ..... KFS-TSS
Comic Zoo, The—S-tps-mat—
George Scarbo ..... NEA-DNB
Cuffy—d-4c1½-S-tps-mat colors—
Bob Laughlin ..... SEL
Dan Flagg—dS-4c-5c-pt-hps-tps-mat—
Don Sherwood ..... MCN-CWF
David Crane—d-4c2⅛"-5c2⅝"—
Creig Flessel ..... HLS-CWF
Davy Crockett, Frontiersman—d-4c; S-hps-tps-pt-mat—Jim McArdle ..... CF-MIL
Davy Jones—*dexS-4c2¼"-mat—
Sam Leff & A. McWilliams ..... UFS-BUF
Deems—w-4c2"-mat-glossy proof—
Tom Oka ..... APS
Dick Tracy—d-4c-5c; S-hps-pt-mat—
Chester Gould ..... CTN
Disney Treasury of Classic Tales—S-hps-tps-pt-mat—Walt Disney ..... KFS
Dixie Dugan—d-4c; S-pt-hps-tps-mat—
MCN-CWF
Doctor Funshine—S-var-mat—
William Weber ..... CHR
Donald Duck—d-4c; S-hps-tps-mat—
Walt Disney ..... KFS-TSS
Dondi—d-4c-5c; S-hps-tps-pt-mat—
Gus Edson and Irwin Hasen ..... CTN
Dotty—d-4c; S-pt-hps-tps-mat—
Buford Tune ..... PNS-CWF
Dr. Kildare—6tw-4c-5c-mat—
Ken Bald ..... KFS-TSS
Drift Mario—6tw-4c2½"-mat—Dr. I. M. Levitt, Tom Cooke & Phil Evans ..... GFC
Dudley D—d-4c-S-hps-tps-mat—
David Gantz ..... PNS
Emmy Lou—d-2c4¼"-1c2"; *S-hps-tps-pt-hpt-mat—Marty Links ..... UFS-BUF
Etta Kett—d-4c; S-phs-pt-mat—
Paul Robinson ..... KFS-TSS-CP
Ever Happen To You—d-1c-2c-mat—
Bud Blake ..... KFS
Face of Faith, The—w-4c2¼"-mat—
John T. O'Brien ..... NCW
Fan Fare—d-1c6½-3c; S-hpt-tps-mat—
Walt Ditzen ..... PNS
Fan Fare—d-3c-1c6½"; S-tps-hp-3c-mat—
Walt Ditzen ..... NNS
Family Circus—d-2c4-3c6¼-mat; S-tps-mat—
Bill Keane ..... RTS-KEL
Feiffer—w-5c4⅜"-6c5 7/16"-mat—
Jules Feiffer ..... HLS-CWF
Felix—d-4c-mat—Joe Oriolo ..... KFS
Ferd'nand—*d-4c2⅛"; *S-hps-tps-pt-mat—Mik ..... UFS-BUF
Flamingo—d-4c; S-hps-pt-mat—R. A. Roche and John Thornton ..... PF
Flash Gordon—d-4c-mat; S-pt-hpt-tps-mat—Dan Barry and Mac Raboy KFS-RGB
Fibbertys, The—d-4c; S-tps-hpt-mat—Ray Helle ..... CTN
Flintstones, The—dS-4c-pt-hps-tps-mat—Hanna-Barbera Productions MCN-CWF
Flop Family—d-4c; S-hpt-mat—
George O. Swanson ..... KFS
Forever Female—S-pt-hps-tps-mat—
Eugene Craig ..... DF
Freckles and His Friends—d-4c2⅛"; S (plus Hector)-hps-tps-hpt-mat—Merrill Blosser ..... NEA-DNB
Freddy—dS-4c-mat; S-tps-mat—
Rupe ..... GMA
Fritzi Ritz—S-hps-tps-pt-hpt-mat—
Ernie Bushmiller ..... UFS-BUF
Frontiers of Science—5tw-4c2½"-5c3"-ill-mat—Andrea Bresciani, Robert Raymond & Stuart Butler, Ph.D. ..LAT-TNS
Funland—S-hps-pt-tps-mat—
Arthur Nugent ..... BM-KEL-DNB
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Elisabeth Brozowska ..... NNS
Gil Thorp—d-4c-5c-mat—Jack Berrill .... CTN
Good Old Days, The—w-3c4"-4c5⅝";
S-hpt-mat—Erwin L. Hess ..... UFS-BUF
Good Old Days & Antique Fair—S-tps-mat—Erwin L. Hess ..... UFS-BUF
Gordo—d-4c2⅛"; S-hps-tps-pt-mat—
Gus Arriola ..... UFS-BUF
Grandma—d-4c-mat; S-pt-hps-tps—
Charles Kuhn ..... KFS-TSS
Grandpa's Boy—w-4c2"-mat-glossy-proof—
Brad Anderson ..... APS
Grin and Bear It—d-2c-3c; S-hps-pt-tps-mat—George Lichty ..... PNS-CWF
Handy Family—w-2c2½"-mat—
Lloyd Birmingham ..... CSP-MIL
Have Fun!—w-1c11"-mat—Lee Bryan and Rube Weiss ..... BPF
Hawk, The—d-4c-mat—Rod Maxwell and Bob Webb ..... PF
Heart of Juliet Jones, The—d-4c-5c-mat-S-hps-tps-pt-mat—Stan Drake ..... KFS-TSS
Henry—d-4c; S-pt-hpt-tps-mat—
Carl Anderson ..... KFS-TSS
Here's Mom—w-2c-mat—Isabel ..... CTN
Herman—d-4c2½"-mat; S-tps-mat—
Clyde Lamb ..... RTS-KEL
Hi and Lois—d-4c-mat; S-pt-hps-tps—
Mort Walker and Dik Browne .... KFS-RGB
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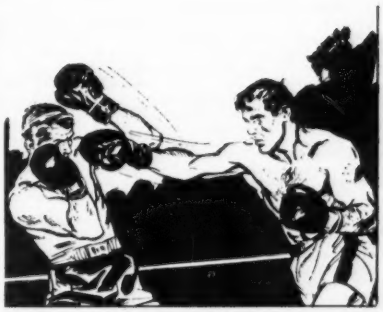

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Jet Swift & His Science Stamps—S-tps-mat—Art Radebaugh ..... CTN
Joe Palooka—d-4c-5c; S-pt-hps-tps-mat—Ham Fisher ..... MCN-CWF
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Josephine—dexS-1c-mats—Charles Skiles ..... GFC
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Judge Parker—d-4c5c-mat; S-pt-hps-tps-mat—Dr. N. P. Dallis & Dan Heilman PNS-CWF
Just the Type—S-hpt-mat—Bob Dunn KFS
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Life With the Rimples—w-4c2¼"-ill-ilm—Les Carroll ..... NEA-DNB
Life's Like That—d-1c1⅞"-2c3⅞"; S-hps-tps-pt-mat—Fred Neher ..... BM-KEL-DNB
Li'l Abner—*d-4c2⅛"-5c2⅝"; *S-hps-tps-pt-mat—Al Capp ..... UFS-BUF
Little Annie Rooney—d-4c; S-hps-tps-pt-mat—Darrell McClure ..... KFS-TSS
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Little Iodine—S-qp-block-hpt-tps-mat—Jimmy Hatlo ..... KFS-RGB
Little Joe—S-ps-mat—Robert Leffingwell ..... CTN
Little King—S-hps-tps-mat—Otto Soglow ..... KFS-TSS
Little Luis—d-4c-mat—Marge ..... CTN
Little Orphan Annie—d-4c-5c; S-hps-pt-hpt-mat—Harold Gray ..... CTN
Little Pedro—d-4c-mat—William de la Torre ..... LAT-TNS
Little People, The—S-hps-tps-hpt-mat—Walt Scott ..... NEA-DNB
Little Sport—6tw-4c1¼"-mat—John Henry Rouson ..... GFC
Little Woman, The—d-1c-2c-mat; S-hps-tps—Don Tobin ..... KFS
Lolly—d-4c-5c; S-tps-hpt-mat—Pete Hansen ..... CTN
Lone Ranger—d-4c; S-hps-tps-pt—Paul Newman and Charles Flanders ..... KFS-TSS
Long Sam—d-4c2⅛"-5c2⅝"; S-hps-tps-pt-mat—Bob Lubbers ..... UFS-BUF
Louie—d-4c1⅞"-mat; S-hps-tps-pt-mat—Harry Hanan ..... BM-MIL-KEL
MacDivot—d-4c-5c-mat—Mel Keefer and J. Lansky ..... CTN
Mandrake The Magician—d-4c; S-pt-hps-tps-mat—Lee Falk and Phil Davis ..... KFS-RGB-TSS
Manny From Mars—w-1c-2c-ill—Fred Treadgold ..... BPS
Mark Trail—d-4c2⅛"-5c2⅝"; S-pt-hps-tps-mat—Ed Dodd ..... HLS-CWF
Mary Worth—d-4c-5c; S-pt-hps-tps-mat—Allen Saunders and Ken Ernst ..... PNS-CWF
Maw Green—S-5c-7c-mat—Harold Gray ..... CTN
"Kidbits"—d-4c-mat—J. H. Kerber ..... SEL
Mickey Finn—d-4c-5c; S-hps-tps-pt-mat—Lank Leonard ..... MCN-CWF
Mickey Mouse—d-4c; S-hpt-hps-tps-mat—Walt Disney ..... KFS-TSS
Miss Peach—d-4c; S-hps-tps-mat-pt—Mell ..... PNS-MIL
Mister Breger—d-2c; S-pt-hps-tps—Dave Breger ..... KFS-RGB
Moco—d-4c-mat-Moco (Mogensen and Cornelius) ..... LAT-TNS
Mona—d-8"2 7/16"-glossy-mat-plastic plates separate mim text ..... VAZ
Moon Mullins—d-4c-5c; S-hps-pt-tps hpt-mat—Ferd Johnson ..... CTN
Mopsy Page—S-hps-pt-tps-mat—Gladys Parker ..... BM-KEL-DNB
Morty Meekle—d-4c2⅛"-mat; S-hps-tps-pt-mat—Dick Cavalli ..... NEA-DNB
Mostly Malarky—d-2c; S-tps-mat—Wally Carlson ..... CTN
Mountain Boys, The—dexS-2c4⅜"-mat—Paul Webb ..... CF-MIL
Mr. Abernathy—6tw-4c-mat; S-pt-hps-tps-Ralston Jones and Frank Ridgeway KFS-TSS
Mr. & Mrs.—S-hp-tps-mat—Kin Platt ..... PNS
Mrs. Fitz—6tw-4c-mat—Frank Roberge ..... KFS-TSS
Muggs & Skeeter—d-4c-mat—Wally Bishop ..... KFS-CP
Mutt & Jeff—d-4c2¼"-5c2⅞"; S-ps-hps-tps-mat—Al Smith ..... BM-KEL-DNB
Nancy—*-d-4c2⅛"-5c2⅝"; *-S-hps-hpt-tps-pt-mat—Ernie Bushmiller ..... UFS-BUF
Nero Wolfe—d-4c; S-hps-tps-pt-mat—Rex Stout ..... CF-MIL
Nip and Tuck—w-var-ill—Fred Treadgold ..... BPS
Nubbin—d-4c-mat—James Burnett and Geo. Crenshaw ..... KFS-TSS
Nut Brothers, The—S-tps-mat—William Freyse ..... NEA-DNB
Off the Record—d-2c4 5/16-ilm; S-hps-tps-pt-mat—Ed Reed ..... RTS-KEL
Old Glory—S-tps-mat—Dick Fletcher and Athena Robbins ..... CTN
Old Home Town—d-2c-mat—Lee Stanley ..... KFS-CP-TSS
On Stage—d-4c-5c; S-hps-tps-pt-mat—Leonard Starr ..... CTN
On Your Guard—w-mim—Jack Lotto ..... KFS
One Up—d-4c-mat—Lew Saw ..... NNS
Our Bill—S-hps-tps-mat—Harry Haenigsen ..... PNS-MIL
Our Boarding House—d-2c3½"-2½"c4¼"-3c5"; S-ps-hps-tps-pt-hpt-mat—William Freyse ..... NEA-DNB
Our New Age—S-pt-hps-tps-mat—Athelstan Spilhaus & Gene Fawcette ..... HLS-CWF
Our New Age—dexS-1c5⅝"-mat—Athelstan Spilhaus & Gene Fawcette ..... HLS-CWF
Out Our Way—d-2c3½"-2½"c4¼"-3c5"; S-ps-hps-tps-pt-hpt-mat—Negley Cochran ..... NEA-DNB
Package Deal—w-15 features-mat-glossy proofs ..... APS
Peanuts—*d-4c1½"; S-hps-tps-hpt-pt-mat—Charles M. Schulz ..... UFS-BUF
Penny—d-4c; S-hps-tps-mat—Harry Haenigsen ..... PNS-MIL
Pete The Tramp—S-pt-hps-mat—C. D. Russell ..... KFS-RGB
Phantom—d-4c-5c; S-hps-pt-tps-mat—Lee Falk and Seymour Barry ..... KFS-RGB
Pilot Storm—dexS-4c2 6/16"-mat—Henk Sprenger ..... DWL
Play-Funnies—S-tps-mat ..... CTN
Pocket Cartoons—w-pkge of 10-1c2½"-mat—Selected Cartoons from Panel ..... CF-MIL
Pogo—d-4c2½"-5c2⅝"; S-pt-hps-tps-mat—Walt Kelly ..... HLS-CWF
Popeye—(see Thimble Theatre)
Pops—w-4c2—mats-glossy proof—George Wolfe ..... APS
Pottsy—S-tps-mat—Jay Irving ..... CTN
Prince Valiant—S-hps-pt-ps-mat—Hal Foster ..... KFS-TSS
Priscilla's Pop—d-4c2⅛"-5c2¾"; S-hps-tps-pt-mat—Al Vermeer ..... NEA-DNB
Professor Phumble—d-4c-mat—Bill Yates ..... KFS-RGB
Professor Pi—dexS-4c1 13/16"-mat—V. T. Born ..... DWL
Red Ryder—d-4c; S-hps-tps-pt-mat—MCN-CWF
Rex Morgan, M.D.—d-4c-5c-S-pt-hps-tps-mat—Dr. N. P. Dallis, Marvin Bradley & Frank Edgington ..... PNS-CWF
Rick O-Shay—dS-4c-tps-hpt-mat—Stan Lynde ..... CTN
Right Around Home With Myrtle—d-4c; S-pt-hps-tps-mat ..... KFS-RGB
Rip Kirby—d-4c-5c-mat—John Prentice and Fred Dickenson ..... KFS-RGB
Rip Tide—d-4c-S-hps-tps-pt-mat—Herron and Grandenetti ..... CF-MIL
Rivets—d-4c; S-pt-hps-tps-mat—George Sixta ..... PNS-CWF
Rodney—d-1c-2c—N. Norton ..... BPS
Romulus of Rome—d-4c2½"-mat—Mike Weng & J. P. Cahn ..... CHR
Rural Delivery—w-4c2"-mat-glossy proof—Al Smith ..... APS
Ryatts, The—d-4c2⅛"-5c2⅝"-mat—Cal Alley ..... HLS-CWF
Scamp—d-4c; S-hps-tps-pt-mat—Walt Disney ..... KFS-TSS
Secret Agent X-9—d-4c-mat—Bob Lewis ..... KFS-TSS
Short Ribs—d-4c2"-mat-S-tps-mat-pt—Frank O'Neal ..... NEA-DNB
Sir Bagby—d-4c-mat—Rick & Bill Hackney ..... BM-MIL
Skipper Windward—dexS-4c2"-mat—P. J. Kuhn ..... DWL

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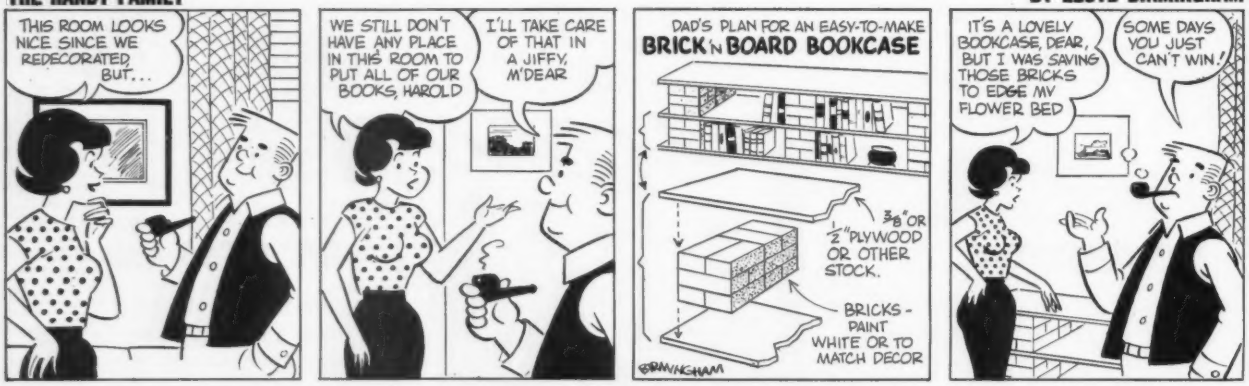

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Teenie Weenies—S-tps-hpt-mat—
William Donahey ..... CTN
Terry and the Pirates—d-4c-5c; S-hps-pt-mat—George Wunder ..... CTN
The Space Frontier—d-4c6⅞"-2⅛"-mat—
James V. Johnson ..... SNF
There Oughta Be a Law—d-3c5¼"; S-pt-hpt-hps-tps-mat—Al Fagaly & Harry Shorten ..... BM-KEL-MIL
They'll Do It Every Time—d-3c-4c-mat; S-tps-hps-pt-mat—Jimmy Hatlo KFS-RGB
Thimble Theatre, Starring Popeye—
d-4c; S-pt-hps-tps-mat—
Bud Sagendorf ..... KFS-RGB-TSS
Thorn McBride—dexS-4c2⅛"-mat—Mel Keefer and Ken Simms ..... UFS
Those Were The Days—w-4c2"-mat-glossy proof—Art Beeman ..... APS
Tim Tyler's Luck—d-4c-mat; S-pt-hps-tps-mat—Lyman Young, Robert Young, Tom Massey ..... KFS-RGB
Tippie—d-4c-mat—Edwina ..... GMA
Today's Chuckle—dexS-25—
Thomas Collins ..... GFC
Tom Trick—S-hps-tps-pt-mat—
Dale Goss ..... NEA-DNB
Treasury of Classic Tales—S-pt-hps-tps-mat—Walt Disney ..... TSS-KFS
True Life Adventure—6tw-2c-3c-mat—
Walt Disney ..... KFS-TSS
Uncle Charlie—d-4c1½"-mat—
Peter Laing ..... GMA
Uncle Remus—S-hpt-hps-tps-mat—
Walt Disney ..... KFS
US Boys—d-2c-3¾-S-tps-mat color—
Don Gregg & Bill Zaboly ..... SEL
Vic Flint—S-hps-tps-pt-mat—Russ Winterbotham (writer), Art Sansom (artist) ..... NEA-DNB
Weekend Chuckle—w-300-mim-ill ..... GFC
Will-Yum—d-4c-mat; S-tps-7c4"—
Dave Gerard ..... NNS
Winky Ryatt—S-pt-hps-tps-mat—
Cal Alley ..... HLS-CWF
Winnie Winkle—d-4c-5c; S-tps-hpt-mat—Martin Branner ..... CTN

13—EDITORIAL (TEXT)

Around the World—Feature packet on world events—w-1000-mim ..... AFP
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Between the Lines—w-450-60-man-mim
—Edith Kermit Roosevelt ..... ROO
Con la Ley en la Mano (Column on Law in Spanish)—d-150-mim—
Martin J. Ross ..... LAW
Dateline: Europe—w-500-mim—
Archduke Otto von Habsburg ..... RGB
Digest of Contemporary Opinion—(What Press is Saying)—w-var-mim—
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w-700-man—Various writers on The Economist (London) ..... EI
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Editorials—dexS-650-2c12"-man-tape—
Bruce Blossat, Don Oakley, and Staff ..... NEA-DNB
Editorials Anonymous—5tw-100-400-mim-var—Mrs. J. Albert Dear, Editor ..... DPR
Eric Sevareid Column—S-700-mim—
Eric Sevaried ..... HLS-CWF
Everyday Editorials—d-1800-mim—
Monte F. Bourjaily & Staff ..... GS
Everyday Law—d-150-mim—
Martin J. Ross ..... LAW
Family Farming—w-350-mim—
Dana C. Jennings ..... FA
Foreign News Service—w-500-800-offset-mim—English, French, Spanish & Portuguese—Staff, Correspondents & Outside Contributors ..... FNS
George Fielding Eliot—S-700-mim—
George Fielding Eliot ..... GFC
Golden Gleams—w-1c4"-man-tape—
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Good Morning—Good Evening—6tw-mim—
Tom Sims ..... KFS
International Affairs—3tw-500-mim—
Royce Brier ..... CHR
Interpretive Report—w-1000-mim—
Richard Wilson ..... RTS-KEL
It Seems to Me—w-350-mim—
David C. Gardner ..... GA-DF
Jim Bishop: Reporter—3tw-mim—
Jim Bishop ..... KFS-TSS
Know the Negro—w-500-mim—
Alfred Duckett ..... VIP
Langston Hughes Column—w-500-mim—
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Listen Americans—w-500-man—
Dr. George S. Benson ..... NEP
Local Affairs Service—d-600-man—
Monte F. Bourjaily & Staff ..... GS
Looking Ahead—w-500-man—
Dr. George S. Benson ..... NEP
Morning Report—d-100-mim—
Abe Mellinkoff ..... CHR
Notes and Comments—
w-1c-man—Staff ..... EC-MS
Off the Record—w-1000-1200-mim—
Nathan Ziprin ..... SAF
On Your Guard—w-mim—Jack Lotto ..... KFS
Paragraphs—w-1c8"-man—Selected and edited by Staff ..... EC-MS
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Paul Harvey ..... GFC
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Milburn P. Akers ..... PNS-CWF
Plain Talk—w-1000-1200-mim—
Alfred Segal ..... SAF
Profile—w-2c6"-1100-mim-ill—
Simon Kavanaugh ..... MS
Ralph McGill Column—dS-650-mim-tape—Ralph McGill ..... HLS-CWF
Reflections—3tw-mim—
Charles S. Ryckman ..... KFS
Reston Column—3tw-750-mim—
James Reston ..... NYT
Senator Soaper Says—d-300-mim—
Bill Vaughan ..... BM-KEL-DNB
Special Editorials (Birthdays, Anniversaries, etc.)—w-2c-man—
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Views and Reviews—w-1c8"-man—
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Washington Daybook—dexS-900-man—
Reed Blaine ..... GS
World in Focus, The—S-850-ill-mim—
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14—EDITORIAL CARTOONS

Beauty in Orbit—S-150-mim-ill—
Mildred Gibson ..... NNS
Behrendt Cartoons—3tw-2c-3c-mat—
Fritz Behrendt ..... PNS-MIL
Below Olympus—d-2c5-mat-ill—
Frank Interlandi ..... LAT-TNS
Berryman-Crockett Cartoons—6tw-3c-mat—
James Berryman and Gib Crockett KFS-TSS
Berry's World—tw-2c4½-mat—
Jim Berry ..... NEA-DNB
Burck's Editorial Cartoons—5tw-2c-3c-mat—
Jacob Burck ..... PNS-CWF
Cargill Editorial Cartoons—6tw-2c-3c-mat—
Jesse Cargill ..... KFS-CP-TSS
Cartoon—w-2c5"-mat—N. Bee ..... JTA
Cartoon—w-2c4½"-3c6½"-mat—
Jim Berry ..... NEA-DNB
Cartoons—w-2c6"-mat-ill—Staff ..... CPS
Cartoons—w-3c7"-mat ..... CSP-MIL
Colvin's Commentary—S-varying size 2c-3c-4c-mat—Melvin Colvin ..... CF-MIL
Conrad Cartoons—5tw-2c4-3c6-ilm—
Paul Conrad ..... RTS-KEL
Distinctively Canadian—w-2c4-mat—
Lloyd Carter ..... RGB
Dowling Editorial Cartoon—6tw-2c-3c-mat—
Dan Dowling ..... PNS-MIL
Editorial Cartoon—w-2c6¼"-mat—
Staff ..... EC-MS
Editorial Cartoon—dS-3c7"-mat—
Bill Crawford, Jim Berry ..... NEA-DNB
Editorial Cartoon—5tw-3c7-mat—
A. Beaton ..... TNS
Editorial Cartoon—dexS-3c5½"-mat—
F. O. Alexander ..... UFS-BUF
Editorial Cartoon—dS-2c-mat—
C. D. Batchelor & Warren King ..... CTN
Editorial Cartoon—w-2c5"-2 & 3 col-mat-glossy proof ..... APS
Editorial Cartoon—cod-3c7-mat—
Charles L. Burrow & Staff ..... BB
Editorial Cartoon—dexSat-3c-mat—
Lou Grant ..... AD
Editorial Cartoons—cartoons-special Features—William Thyrde ..... BRP
Editorial Cartoons—d-2c-S-3c-mat—
Daniel Holland, Joseph Parrish ..... CTN
Editorial Cartoons—dexS-3c6"-mat—
Arthur Poinier ..... BM-KEL-DNB
Editor's Choice Cartoons—8 cartoons per wk-3c7 7/16"-mat—
Justus and Long ..... RTS-KEL
Fischetti Cartoons—5tw-3c-4c-mat—
John Fischetti ..... PNS-MIL
Goldberg Cartoons, Rube—3tw-3c-mat—
Rube Goldberg ..... KFS
Herblock Editorial Cartoons—d-2c5"-3c7¼"-mat—Herbert L. Block ..... HLS-CWF
Here We Go Again—w-3c10"-ilm—
J. N. (Ding) Darling ..... RTS-KEL
Hesse Cartoons, Don—d-3c-mat—
Don Hesse ..... MCN-CWF
Law-Briefs—d-150-mim—
Martin J. Ross ..... LAW
Manning Cartoons, Reg—d-2c-3c-mat—
Reg Manning ..... MCN-CWF
Mauldin Editorial Cartoon—5tw-2c-3c-mat—Bill Mauldin ..... PNS
News Cartoons—dexS-2c4¼"-3c6½"-mat—
Milt Morris ..... APN
Notes on the News—dexS-1c-2c-mat—
Charles Pearson ..... PNS
Package Deal—w-15-features-mat-glossy proofs ..... APS
Personality Sketches—w-mats or prints—
Irma Coucill ..... TSS
"Phillips' Fillips"—6tw-½c-glossy repro—Fred H. Phillips ..... CAS
Political Cartoons—3tw-var-ill—
Low, Giles, Lancaster ..... RTS-KEL
Political Cartoons—w-var-mat—Giles, Low, Vicky, Cummings, Friell and Jak ..... MS
Robert W. Chambers—tw-3c6½"-mat—
Robert W. Chambers ..... MIL
Russell Editorial Cartoon—3c8"-mat-ill—
Bruce Russell ..... LAT-TNS
Shoemaker Editorial Cartoons—5tw-2c-3c-mat—Vaughn Shoemaker ..... PNS-MIL
Warren Editorial Cartoons—d-3c8-mat—
L. D. Warren ..... NNS
Weekly Political Cartoon for State of Illinois only—w-3c6-mat—
Arthur A. Henrikson ..... HEN
Yardley Cartoons—4tw-3c-mat—
Richard Yardley ..... MCN-CWF
Yardley Editorial Cartoons—d-3c-proof—
Richard Yardley ..... FJM

FARMING—See Gardening

15—FASHIONS

A Lovelier You—5tw-85-1c-2c-ill-ilm—
Mary Sue Miller ..... PNS-CWF
A World of Style—w-325-mim-ilm—
Natalie Gittelson ..... GFC
Ask Nancy Taylor About Charm—w-2c8-orp-ilm—Nancy Taylor ..... NF
Be Smart—dexS-1c4"-ilm—Kubal ..... GFC
Beauty in Orbit—S-150-mim-ill—
Mildred Gibson ..... NNS
Busy Being A Bride—dS-500-mim—
Barbara Wilson ..... AA
Canadian Fashion & Fad—cod ex S-400-mim—Pegg Rogers ..... DWL
Chic and Charming—6tw-1c-mat ..... KFS-TSS-CP
Clothes Make Your Man—w-500-mim-ilm—
Harry Juster ..... RTS-KEL
Clothes Poll—w-300-2c5-man-tape—
Helen Hennessy ..... NEA-DNB
Esquire's Avenues of Fashion—4tw-ill-mim
—O. E. Schoeffer ..... BM-KEL-MIL
Family Manager—w-1c8-mats or orp—
Staff ..... CSP-MIL
Fashion—5tw-700-mim-ill ..... WNS
Fashion by Fran—5tw-500-man—
Frances Corcoran ..... BB
Fashion Features—w—Dina Dellale ..... EPS
Fashion Flashes—3tw-mim ..... KFS-RGB
Fashion Illustrations—3tw-mat—Grace Thorncliff ..... KFS
Fashion Illustrations—3tw-mat—Vera Winston ..... KFS
Fashion in Color—occ-3c-4c-5c-ill-ilm ..... NEA-DNB
Fashion League—1c-2c-line drawing-mim-mat-var-8 to 9 releases-prints—
Florence de Santis ..... BM-KEL-DNB
Fashion Pictures—glossy prints—IND—con ..... UPIN
Fashion Snapshots—w-1000-var-mim-ilm.. AFP
Fashion Stories—ow-400-ill-ilm—
Jean Wilson ..... APN
Fashion Stories—ow-200-400-2c-3c-man-ill-ilm—Rosette Hargrove, Helen Hennessy and Staff ..... NEA-DNB

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Fashions—Women's—dS-ill-ilm—Kay Thomas ..... CTN
Features—w-Ida Fried ..... EPS
Half Tone Fashions—3tw-mat—Alice Alden ..... KFS-TSS
Harper's Bazaar Fashions—m-mim-photos—Nancy White ..... KFS-TSS
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Hollywood Speaks—w-hps-mim—Kurt Singer ..... BPS
Homemaking Shorts—w-150-1c-man-tape—Staff ..... NEA-DNB
In Fashion Now—w-2c3"-man-tape—Mrs. Hugo S. Sims, Sr. ..... EC-MS
Latest From Paris—d-1c-man—Monique ..... CTN
Male Corner—S-400-ill-mim-tape—Edward Lawrence ..... GFC
Mary Brooks Pickens on Sewing—w-300-3c8"-man-ill-ilm—Mary Brooks Pickens ..... NEA-DNB
Men's Wear—The Score in Clothes—S-man-ilm—M. H. Barnum ..... CTN
Mohr About Fashion—3tw-350-man-ill—Berta Mohr ..... MOH
Mohr in Manhattan—3tw-S-350-man—Berta Mohr ..... MOH
Oleg Cassini Says—S-750-mim-ill-Oleg Cassini ..... CF-MIL
Paris a la Mode—w-500-mim—Nora Martin ..... TNS
Paris Fashion Stories—sea-1500-man-tape-ill-ilm—Rosette Hargrove ..... NEA-DNB
Seams to Me—tw-400-ill-mim-ilm—Patricia Scott ..... PNS-CWF
Secrets of Charm—d-1c-2c-300-ill-ilm; S-4c8½"-mat-tape—John Robert Powers ..... NNS
Styles—w-var-ill—Jean Wilson ..... APN
Suit Yourself—Men's Fashion—w-400-2c5-ill-ilm-man-tape—Harold Sheehan NEA-DNB
Teenage Tips—w-hps-mim—Jane Sherrod ..... BPS
Through the Looking Glass—w-450-mim—Helen Abel ..... CNS
Tobe on Fashions—4tw-60-120-mim PNS-MIL
Vogue Fashion Service—w-photos-text-specials-500-ill-mim—Editors of Vogue ..... AD
Women's Features—w—Staff ..... CNS
Youth Parade—S-200-mim-ill—Reba and Bonnie Churchill ..... NNS

FINANCIAL—(See Business)

16—FICTION

Blue Ribbon Fiction—dS-ill-ilm—Well Known Authors ..... CTN
Fiction—sea-man-ill-ilm-tape—Various Authors ..... NEA-DNB
Fiction—d-36 chapters-42,000-mim-ill-ilm-tape—Vida Hurst, Anne Allison, Rob Eden, Roberta Martin RTS-KEL
First and Second Serial Rights—fiction and features-book condensations-fillers ..... DDS
Rainespout—dS-800-mim—Sandy Raines.... AA
Serial Stories—sea-man-tape-ill-ilm—Various Authors ..... NEA-DNB
Short Stories—w-4c5"-man; 8-ps-pt-hps—Frank Del-Witt ..... HT
Short Story—d-man—Well Known Authors ..... CTN
Shorty—sea-750-1c20-ill-ilm-man-tape—Well Known Authors ..... NEA-DNB
Sports Serials (British and American sports and non-fiction and instruction books) ..... JL
Two-Week Novelette Service—d-1500—Various ..... LANF

17—FILLERS

Ah, Men Corner—w-var-man—Helen Worth ..... HW
Alec The Great—dexS-1c4"-mat—Edwina ..... GMA
Better Filler Service—w-2 galleys-1-7 line fillers-man ..... BFS
Big Headed Fillers—w-2c-16-23 lines-ptd copy—Staff ..... HF
Briefs, Very Brief—w-1c15"-man-tape—Staff ..... EC-MS
Cheerful Cheruh, The—dexS-1c2½"-mat—Rebecca McCann ..... GMA
Chuckles in the News—6tw-500-wire—Staff ..... UPI
Chucklets—d-S-w-1c-2c-mim—John Milton Hagen ..... ETG
Citizen Sibley—w-2c-var-mat or proof—Dick Ericson ..... SP
Column Closers—w-200-300-man-tape—Staff ..... NEA-DNB
Comic Dictionary—dS-5 to 20 mim—Evan Esar ..... RTS-KEL
Crime Close-Up—6tw-1c2½"-mat—Harry Lui ..... LIA
Daily Flashback Calendar—dS-1c1¼"-mat—Dick Peeples ..... AF
Distillates of Random Thoughts—mim—Charles Rehns ..... CH
Echoes of the News—d—Staff ..... MOF
Factographs—6tw-mat-proof ..... KFS-CP-TSS
Fillers—w-200-400-1c9—Staff ..... NEA-DNB
Filler Service (misc.)—w-2c-ptd copy-date-lined and headed ..... STF
Filler Service—d-500-mim-Staff ..... STP
First and Second Serial Rights—fiction and features-book condensations-fillers ..... DDS
Food Facts—6tw-1c2½"-mat—Harry Lui ..... LIA
General News Items—w-var-mim-wire by stringers ..... WUP
Grab Bag—6tw-mat-proof ..... KFS-TSS-CP
Grass Roots Clippings—dS-var-mim—Kerwin Hoover ..... HTF
Graveyard Tales—w-1000-mim—Patrick Carr ..... CSF
Handy Fillers—w-2cl to 7 lines-ptd copy—Staff ..... HF
Have Fun!—w-1c11"-mat—Lee Bryan and Rube Weiss ..... BPF
Headed Fillers—w-2c8 to 16 lines-ptd copy—Staff ..... HF
Here's an Idea—dexS-1c2"—Lou Darvas and Jerry Angell ..... AF
Idea Payoff—dexS-1c2½"—Lou Darvas and Jerry Angell ..... AF
I Want to be A—w-500-mim—Patrick Carr, Ruth Twigg ..... CSF
I Wonder??—w-500-man—Jack Bedford ..... JB
It's A Law—d-50-mim—Julius Sturm — AFS
It's Fun in—(The month changes through the year)—w-90-mim—Harriet Carlson.... HC
Jest a Minute—d-man—George Daugherty ..... CTN
Josh Billings Sez—w-1c4"-mat—Rube Weiss ..... BPF
Life Lines—dexS-300-mim—Anne Campbell ..... BM-KEL-DNB
Long on Shorts—w-500-mim—Patrick Carr, Bill Danley ..... CSF
Men at Work—6tw-1c2½"-mat—Harry Lui ..... LIA
Money Matters—6tw-1c2½"-mat—Harry Lui ..... LIA
Mr. Ed U. Cation—w-500-mim—Patrick Carr ..... CSF
News Headed Fillers—5c per week-1c1 to 30 lines-ptd copy—Staff ..... SFS
Newstipper—w—Robert C. Kennedy PNS-CWF
News Tips Service—w-mim—Millard and Lewis Cope ..... GFC
Now You Know—7tw-30-wire—Staff ..... UPI
Odd But True—w-500-mim—Patrick Carr ..... CSF
Odd Facts—6tw-mat-proof—Staff.... KFS-TSS
Otto Sez—dexS-1c1-mim—Frank Nickens ..... HPS
Pamphlet Library—w-var-man—Helen Worth ..... HW
Paragraphs—dexS-var-man—Carey Williams ..... PNS-CWF
Picture of Health—6tw-1c2½"-mat—Harry Lui ..... LIA
Portraits—dS-100-man—John C. Metcalfe ..... PNS-CWF
Quotations Worth Quoting—w-200-mim—O. A. Battista ..... NCW
Rainespout—dS-800-mim—Sandy Raines.... AA
Read and Remember—dexS-mim-100-man—W. L. Gordon ..... WLG-MS
Rosettes—d-var-mim—Elinor K. Rose ..... EKR
Sales Sense—w-500-man—Jack Bedford ..... JB
Science Shorts—d-120-mim—Staff ..... SCS
Selected Filler—w-6c-mat—Staff ..... CPS
Short Fillers, Headed Fillers—all subjects; quotations, editorial quips-m-5,600-mim ..... ROB
"Short Short Stories"—q-2c9¼"-mat—Art Gates ..... GF
Short Takes (Fillers)—w-90-250-mim—Staff ..... DHJ
Shorts—w-300-450-man-tape—Staff ..... NEA-DNB
Slick Trick—d-1c-50-ilm—Staff ..... NNS
Smiles—w-1c-50-man—Staff ..... EC-MS
Special Shorts & Fillers—w-ps—Staff.... APN
Sports Fillers—w-1c-ptd copy-datelined and headed ..... STF
Standard 2's—w-500-mim—Staff ..... STP
Sugar and Spice—dexS-30-mim—Ellnor K. Rose ..... AF
Super Fillers—w-2cl to 7 lines-ptd copy—Staff ..... HF
Teen Topics—6tw-1c2½"mat—Harry Lui ..... LIA
Terse-Verse—dexS-23-35-man-mim—A. C. Gordon ..... WLG-MS
This is Their Life—w-500-mim—Patrick Carr ..... CSF
Tide Data—d-1c2"-mim—Bailey R. Frank ..... BRF
Today's Index—dS-1⅛"-mat—Dick Peeples ..... AF
Trixie the Trader—w-2tw-1c2¾-mat or proof—Dick Ericson ..... SP
Uncle Charley's "Epigrins"—w-300-2c4"-mat-glossy proof—Charles Grant ..... APS
Washington Notes—w-2c17"-man—Lillian Hughes ..... EC-MS
What Do You Know About—w-500-mim—Patrick Carr ..... CSF
Women's World—w-500-mim ..... WNS
Words of Wise Men—d-mat-proofs....KFS-TSS
Worth Repeating—dS-10-30-mim—Theron C. Liddle ..... RTS-KEL

18—FOOD

All About Food—5tw-4c-mat-ill—The Tested Recipe Institute, Inc. .... HLS-CWF
Ah, Men Corner—w-var-man—Helen Worth ..... HW
Cooking Chat—d-500—Margaret Carr ..... TSS
Cooking Chat—d-500-ilm-ill-tape—Margaret Carr ..... NNS
Cooking Pages—w-pt-ill-mim—Marjorie Elwood ..... TSS
Country Gourmet—w-500-800-man—Claire Barcher Ackerman ..... CG
Daily Food Column—6tw-600-mat-ill—Clementine Paddleford ..... PNS-MIL
Denhoff Food Articles—d-3tw-mat-proof—Alice Denhoff ..... KFS-TSS
Diet Series—an-600-1c20"-ill-ilm-tape—Gaynor Maddox ..... NEA-DNB
Eat & Grow Younger—Book serialization-21 installments-1c30"-ilm-printed proofs—Lelord Kordel ..... SPE
Eat Up and Slim Down—14 installments—book serialization—1c20-ilm-printed proofs—Lelord Kordel ..... SPE
Eat Your Troubles Away—Book serialization-20 installments1-c30"-ilm-printed proofs—Lelord Kordel ..... SPE
Family Manager—w-1c8-mats or orp—Staff ..... CPS-MIL
Fast Gourmet, The—dexS-250-mim—Poppy Cannon ..... GFC
Fat Boy Goes Poly-Unsaturated, The—16-part series-mim-ill—Elmer Wheeler DDS
Features—w-Ida Fried ..... EPS
Food—dS-man—Alice Peterson and Ella Elvin ..... CTN
Food—w-D. Peggy Read ..... EPS
Food Articles—dS-ill-ilm—Mary Meade ..... CTN
Food Facts—6tw-1c2½"-mat—Harry Lui ..... LIA
Food Feature—recipes-w-175-3c9"-ill—ilm—Dorothy Maddox ..... NEA-DNB
Food For Americans—Menus—dexS-350-600-2c5"-2c9"-ill-ilm-tape—Gaynor Maddox ..... NEA-DNB
Food in Color—occ-3c-4c-5c-ill-ilm ..... NEA-DNB
Food Shopping Guide—w-700-wire—Staff ..... UPI
Food Stories—w-400-ill-ilm—Cecily Brownstone ..... APN
For Men Only—Cooking—w-man—Morrison Wood ..... CTN
Hollywood Speaks—w-hps-mim—Kurt Singer ..... BPS
It's Worth Dining—w-var-man—Helen Worth ..... HW
Katy's Kitchen—d-ps-strip-originals—Claire Barcher Ackerman ..... CG
Kitchen Talk—dS-100-500-mim-photos—Philomena Corradeno ..... PHI
Let's Eat—6tw-mat or proof—Ida Bailey Allen ..... KFS-TSS
Menus—d-200-man—Cecily Brownstone—APN
Menus—dS-man-ill—Mary Meade ..... CTN
Menus—dS-man—Alice Petersen and Ella Elvin ..... CTN
Pamphlet Library—w-var-man—Helen Worth ..... HW
Recipes—d-200-mim—Kay Ranney ..... BM-KEL-DNB
Sarah Anne's Cooking Class—w-2c12"-man—Mrs. Hugo S. Sims, Sr. .... EC-MS
Skillet Club For Men, The—w-750-mim-ill-tape—Frank Kohler ..... GFC
Tasty Tales—w-2c-12"-mim—Charles Rehns ..... CH
3 Meals A Day—5tw-600-mim—Louise Moore ..... TNS
Today's Recipe—dexS-100-200-mim—Philomena Corradeno ..... PHI
To the King's Taste—w-3c-350-ilm—Hoyt Alden ..... GMA
Weekly Food Review—w-600-man-on Ap wires—Darden Chambliss ..... AP
Wine Column—w-man—Ruth Ellen Church ..... CTN
Your Food Problems—dexS-400-mim-2 photos per wk-tape—Edith Barber ..... GFC

19—GARDENING FARMING

Craft Patterns—w-2c7"-mat-ill ..... CRA
Family Farming—w-350-mim-Dana C. Jennings ..... FA
Farm Wife's Window—w-500-600-man Ethelberta Hartman & Owner ..... FWW
Features—w—Ida Fried ..... EPS
Flower Box, The—w-mat— Phyllis Pautz CTN
Garden Fax—tw-2c5"-man—Dr. Milton Carleton ..... HPS
Gardengraphs—sea-mat ..... KFS-TSS-CP
Garden Notebook—w-800-ilm—Alfred Putz ..... PNS-MIL
Garden Series—sea-400-600-man-ill-ilm—Authorities ..... NEA-DNB
Gardners Questions and Answers—w—James Murphy ..... CNS
Gardens—w-400-ill-mimDorothy H. Jenking ..... DHJ
Green Thumb, The—1000-d-w—George "Doc" Abraham ..... GEO
Greener Thumbs—d-1c4"-ilm—Joyce Smith ..... RTS-KEL
Illustrated Farm Features—m-1200-1500-mim—C. F. Marley ..... MPS
Indoor Gardening—w-500-ill-ilm-mim—Katherine B. Walker ..... PNS-CWF
Its Your Landscape—w-400-ill-ilm-mim—George Creed ..... PNS
Landscape Yourself—w-500-mim—Wayne Tipswood ..... CSF
Landscaping—w-var-ill-mat—Henry Aul ..... PNS-MIL
On the Farm Front—7tw-500-wire—Gaylord Godwin ..... UPI
U-Bild-It—dS-var-man-mim-ill—Steve Ellingson ..... UB
U-Bild Enterprises—dS-var-man-mim-ill—Steve Ellingson ..... DF
Weeders Guide—w-500-man—Earl Aaronson ..... APN
Yardner, The—450-ill-ilm—Staff .... NEA-DNB

GRAPHOLOGY—(See Astrology)

20—HEALTH

Alvarez Medical Column—4tw-700-mim-on tape—Dr. Walter C. Alvarez....RTS-KEL
Best Things of Life—3tw-1c-mim—Dr. D. C. McEwen ..... WP
Child Care—dexS-350-mim-tape—Milton I. Levine, M.D., and Jean H. Seligmann ..... GFC
Debbie Drake—3tw-2c-mim-ill-mat—Debbie Drake ..... PNS-MIL
Doctor Meets Patient—3tw-400-500—Dr. Levi Galen ..... CHR
Doctor Talk—w-1c15"-man-tape—Dr. John B. Rembert ..... EC-MS
Eat Well & Stay Well—12-part series-mim—Ancel & Margaret Keys ..... DDS
Exercise Series for Aching Back—10 articles-200-ill-ilm—Maxwell Riddle ..... AF
Fat Boy Goes Poly-Unsaturated, The—16-part series-min-ill—Elmer Wheeler....DDS
Features—w—Ida Fried ..... EPS
Feel Young Again—Book serialization—24 installments-1c20"-ilm-printed proofs—Lelord Kordel ..... SPE
Focus on Health—w-500-wire—Alton Blakeslee ..... APN
Food and Your Health—3tw-400-500-mim—Dr. Frederick J. Stare ..... AD
For Better Health—dexS-350-mim-tape—C. A. Dean, M.D. ..... GFC
For Peace and Health—w-2c-500-mat—Beatrice Katz, M.D. ..... BPF
Health—dS-man—Dr.Theodore R. Van Dellen ..... CTN
Health and Beauty—w-2c4"-man-tape—Martha Bass Sims ..... EC-MS
Health Capsules—*dexS-1c3¾"-mat—Michael A. Petti, M.D. ..... UFS-BUF
Health For Today—dexS-500-mim—Dr. W. W. Bauer ..... CF-MIL
Healthy Living—d-w-500-photo-rama, films, photography—Mel Ducat ..... JRL
Hollywood Speaks—w-hps-mim—Kurt Singer ..... BPS
Medical Memos—5tw-150-mim-ill—H. L. Herschensohn, M.D. ..... LAT-TNS
Message For Mothers—5tw-300-mim; S-tps-500-mim-mat colors—Leon H. Dembo, M.D. ..... SEL
Mirror of Your Mind—d-3c-mat: S-pt-mat—Joseph Whitney ..... KFS-TSS
Parents' World—5tw-350-400-1mim—Dr. Eve Jones ..... BF
Personal Health Service—d-450; S-1,000-man-tape—Dr. William Brady ..... NNS
Picture of Health—6tw-1c2½"-mat—Harry Lui ..... LIA
Science News Report—5tw-2000-mim—Staff ..... SCS
Science Wire Reports—dexS-800 by wire—Staff ..... SCS
Shape Up—tw-75-ilm-ill-mim-tape—Ed Allen ..... NNS
Speaking of Your Health—d-2c-mat—Lester Coleman ..... CP
Speaking of Your Health—6tw-proof-mat—Dr. Lester L. Coleman ..... KFS
Stay Alive Longer—Book serialization—20 installments-1c30-ilm-printed proof—Lelord Kordel ..... SPE
Stop Killing Yourself—500-mim-tape—Dr. Peter J. Steincrohn, F.A.C.P.....BM-KEL
The Doctor Says—Medical Column—5tw-550-2c7"-man-tape—Wayne G. Brandstadt, M.D. ..... NEA-DNB
The Well Child—Medical Column—w-550-2c7-man-tape—Wayne G. Brandstadt, M.D. ..... NEA-DNB
To Your Good Health—dS-500-mim-tape—Dr. Joseph G. Molner ..... PNS-CWF
What's Best For Your Child—5tw-500-mim-tape—Dr. David Goodman ....BM-KEL-DNB

Wire By Mail Service—dexS-600-mim—Staff ..... SCS
Worry Clinic, The—dexS-mim-650-man-ill-film-tape—Dr. George W. Crane ..... HPS
Your Child's Health—w-500-mim-tape—Dr. Irving Abrams ..... RTS-KEL
Your Teeth—w-50-mim—Dr. E. M. Shulman ..... GFC

21—HISTORY—POLITICS

Adventure Postpaid—w-1c9"-man-ill—Lee James ..... JL
American Diary—d-300-mim—Staff ..... STP
American Album (currently Civil War)—d-250-mim—Sergeant Dalzell (Wayne Jordan) ..... SD
Antiques—w-275-ill-mim—Dorothy H. Jenkins ..... DHJ
Best from American Heritage and Horizon, The—w-1000-mim-ill—Various ..... APN
Between the Lines—450-60-man-mim—Edith Kermit Roosevelt ..... ROO
Civil War Album—d-250-mim—Sergeant Dalzell (Wayne Jordan) ..... SD
Civil War Centennial Specials—occ-800-1500-ill-ilm-tape—Philip Van Doren Stern ..... NEA-DNB
Daily Flashback Calendar—dS-1c1¼"-mat—Dick Peeples ..... AF
Daily Reminder—d-400-mim-tape—Staff ..... STP
During This Week—w-160-175-man—Estey I. Reed ..... SS
Far Eastern Coverage—Staff ..... CNS
Feature Stories—sea-hpt-tpt-mim-ill—Experts in their fields ..... WUP
Heritage Road—w-600-700-orp—John Teene (pen name for George Morrill) ..... HR
History in Headlines—w-1000-mim—Patrick Carr ..... CSP
Homemaking Shorts—w-150-1c-man-tape—Staff ..... NEA-DNB
If Your Name Is . . . (Fun with first names)—d-w-470-man-mim—Ann Reynolds, Ph.D. ..... RFS
Krock Column—3tw-750-mim—Arthur Krock ..... NYT
Mainstream of America, The—S-52 installments-mim—Lewis Gannett ..... DDS
Matter of Fact—Historical Facts—5tw-75-1c4"-ill-ilm ..... NEA-DNB
Men and Decisions—6-part series-mim—Lewis L. Strauss ..... DDS
Mr. President—dS-4c10" 2c10"-mat-ill—Sam Patrick and Dr. Rolf Vinmont ..... LAT-TNS
On This Day—d-135-145-man—Estey I. Reed ..... SS
Our America—w-2c8"-150-200-mim-ill-ilm ..... FAF
People and Politics—tw-750-mim—Milburn P. Akers ..... PNS-CWF
Picture Review of the Year—an-p-hps-mat-ill—Staff ..... NEA-DNB
Record Makers—d-2c5-mat-ill—Andrea Bresciani ..... LAT-TNS
Report From The Confederacy—w-600-800-3col-mat-ill—Robert Stonedale ..... FS
Review of the Year—an-ps-hps-mat-man-ill—Staff ..... NEA-DNB
Spanish Language Report—w-450 ..... CNS
Sulzberger Column—3tw-750-mim—C. L. Sulzberger ..... NYT
The Mainstream of America—S-52 Inst.-mim—Lewis Gannett ..... DDS
This Day in History—6tw-mim—Staff ..... KFS-TSS
Today's Index—dS-1⅛"-mat—Dick Peeples ..... AF
True Tales of Science and History—w-500-mim—Ruth Twigg ..... CSF
Unknown In History, The—w-500-800-man—Thourot Pichel ..... CN
What Life Has Taught Me—w-hps-mim—Kurt Singer ..... BPS
World Affairs—w—Vice Adm. Ruthven E. Libby ..... CNS
Year End Reviews—an-p-hps-man-mat-ill-ilm—Staff ..... NEA-DNB
Your America Day by Day—7d-mat—Clark Kinnaird ..... KFS

22—HOUSEHOLD—"DO-IT-YOURSELF"

A Home To Live In—w-2c5"-2c7"-man-ill-ptd copy ..... SHP
About Your Home—w-1c6"-man-tape—Mrs. Hugo S. Sims, Sr. ..... EC-MS
Ah, Men Corner—w-var-man—Helen Worth ..... HW
A Housewife Wishes—ds-500-mim—Maxine Whitman Morse ..... AA
Antiques—w-275-ill-mim—Dorothy H. Jenkins ..... DHJ
Architects Home Designs—w-500-mim-ill—Gerry Bishop ..... AN-DNB-BM-KEL
Architect's Sketchbook—w-3x11-mat—Various ..... APN
At Our House—3tw-mat—Grace B. Freeman ..... KFS
Chef, The—d-tw-250-300-mim—Sylvia Windle Humphrey ..... BM-KEL-DNB
Craft Patterns—S-2c7"-mat-proof-ill; or photo and proof—A. Neely Hall ..... CRA
Craft Patterns—w-2c7"-mat-ill ..... CRA
Curious Facts—d-w-450-mim—Donald Whitacre ..... CFF
Designing Woman—d-1c-2c-400-ill-ilm; S-200-mim-ill—Elizabeth Hillyer ..... NNS
Designing Woman Weekender—S-250-mim-ill—Elizabeth Hillyer ..... NNS
Do-It-Yourself—w-600-700-man-ill-ilm-tape—Mr. Fix ..... NEA-DNB
Do It Yourself—S-2c-proof-ilm—J. Ralph Dalzell ..... PNS-MIL
Dottie Decorates—S-2c-3c-ilm-tape—Dottie and Harry Brown ..... GFC
Easi-Bild—S-350-ilm—Don Brann ..... GFC
Electric Living Guide—w-ps-mim—Ruth Thompson ..... PB
Everyday Law—d-150-mim—Martin J. Ross ..... LAW
Fabric Doctor, The—w-250-mim-ilm—Fred Dodge ..... MM
Family Finance—w-700-mim—Morton Yarmon ..... WNS
Family Homes—S-300-ilm—Arvid C. Petersen ..... GFC
Family Pot Luck—w-1c8-mats or orp—Helen Hale ..... CPS-MIL
Features—w—Ida Fried ..... EPS
First Aid to the Ailing House—d-400; S-405-mim—Roger C. Whitman ..... BM-KEL-DNB
Fix-It Tip—w-50-1c4"-ill-ilm—Staff ..... NEA-DNB
Fit It Yourself—dexS1c7"-250-ilm—Hubbard Cobb ..... GMA
Handy Family, The—w-4c2"-2c4"-mat—Lloyd Birmingham ..... GFC
Here's How—3tw-150-man—Osa Handie ..... MOH
Hints from Heloise—d-mim; S-tps-ill-mat colors—Heloise Cruse ..... KFS-RGB
Home—w-400-ill-mim—Ann Jermyn, George Adams ..... DHJ
Home—w—Ida Fried ..... EPS
Home Building Hints—w-var-Staff ..... MIL
Home Building In Canada—w-var—Staff ..... MIL
Home Decorations—w-2c4-mats or orp—Staff ..... CSP-MIL
Home Furnishings in Color—occ-3c-4c-5c-ilm-ill ..... NEA-DNB
Home Magazine—w-7 features-man-ill—Los Angeles Times Staff ..... LAT-TNS
Home Making Helps—3tw-mat-proof—Eleanor Ross ..... KFS-TSS
Homeowners' Money Savers—S-300-mim—Douglas Tuomey ..... GFC
Home Repair Do's and Don't's—w-man-150-ilm—Andrew C. Lang ..... APN
Home Repair Problems—S-500-mim—Douglas Tuomey ..... GFC
Homes for Americans—w-mat ..... APN
Homes Bldg.: Questions and Answers—w—Charles A. Taylor ..... CNS
House Doctor—w-800-mim-ilm—Herman Baum ..... RTS-KEL
Household Hints—w-var-mim ..... AFP
Household Hints—6tw-mat-proof ..... KFS-TSS
Household Scrapbook—dexS-mim-100-300-man—Roberta Lee ..... WLG-MS
Household Stories—w-300-ill-ilm—Vivian Brown ..... APN
House of the Week, The—w-pt-mat—Jules Loh ..... APN
House Plans—w-mat ..... KFS-TSS
House Plans You Can Buy—w-2c-3c-mat-glossy photographs—Hiawatha Estes ..... NPB
How Can I???—dexS-mim-100-300-man—Anne Ashley ..... WLG-MS
How To Decorate Better Homes & Gardens—3tw-200-mim-ill-ilm ..... RTS-KEL
Illustrated New Homes and Weekly House Releases—w-var-mat-proof—Jack McEleney ..... ASA
Interior Decorating—w-400-man-ilm—Vivian Brown ..... APN
Interior Decorating—tw-mim-ill-400—Betty Pepis ..... BM-KEL-MIL
Interior Decoration—S-2c-mat—Willella de Campi ..... CTN
Interior Decoration—sea-200-350-man-ill-ilm—Staff ..... NEA-DNB
It's Worth Dining—w-var-man—Helen Worth ..... HW
Know Your Antiques—w-500-mim-ill-ilm—Ralph and Terry Korel ..... RTS-KEL
Lively Living—S-500-mim-ill—Reba and Bonnie Churchill ..... NNS
New Ideas—Products—w-2c5"-500-man-mim—Staff ..... JL
New Products—w-300-mim—Opal Crandall ..... CNS
On The House—w-700-man-ilm—Andrew C. Lang ..... APN
Pamphlet Library—w-var-man—Helen Worth ..... HW
Petunia—dexS-1c3¾"-mat—Daniel Bishop and Margaret Bracken ..... GMA
Polly's Pointers—d ex S-350-2c3-ill-ilm-man-tape—Polly Cramer ..... NEA-DNB
Shape Up—tw-75-ilm-ill-mim-tape ..... NNS
Short Takes (Fillers)—w-90-250-mim—Staff ..... DHJ
Slick Trick—d-1c-50-ilm—Staff ..... NNS
Touching Home—w-ill—Joanna Barnes ..... CTN
U-Bild-It—dS-var-man-mim—Steve Ellingson ..... UB
U-Bild-Enterprises—dS-var-man-mim-ill—Steve Ellingson ..... DF
Varied—w&m-var-man ..... GLN
What's New with the Joneses—d-1c4-mat-ill—Jimmie Ihms ..... LAT-TNS
Wife Preservers—6tw-mat—Staff ..... KFS-TSS-CP
Women's Page Features—d-350-man-tape-ill-ilm—Rosette Hargrove; Alicia Hart; Kay Sherwood; Gaynor Maddox; Ruth Millett; Mrs. Muriel Lawrence; Helen Hennessy ..... NEA-DNB
Women's Page Fillers—w-150-man—Staff ..... NEA-DNB
Workshop Patterns—sw-1c-ilm-mat-100—Ruth Wyeth Spears ..... RSP
You Can Fit It—tw-50-75-ilm—Gene Von ..... WLG-MS
Young Mother's Page—w-ps-mim—Ruth Thompson ..... PB
Your Home—5tw-S-var-mim-S-ill—Lynn Elson ..... GFC

23—MAPS

Background Maps—w-ill-ilm—Staff ..... APN
Chicago Tribune Weather Map—dS-ill—Staff ..... CTN
Map of the Stars—m-4c10⅜"-ilm-mim—James Stokley ..... SCS
News Maps—1c-2c-3c-mat—Staff Artists ..... NEA-DNB
Pictures, Maps and Charts Page—dexS-ill-ilm ..... NEA-DNB
Weather Maps—Long Range Forecast—m-2c6½"-ill-ilm—Staff Artists ..... NEA-DNB

24—MOTION PICTURES

A Portrait of Joan—12-part series-mim—Joan Crawford with Jane Kesner Ardmore ..... DDS
A Visit to the Stars—w-6 exclusive & intimate candid photos of TV, screen & stage personalities—glossy-8x10—Staff ..... WIP
Along Movie Row—d-w-500—Mel Ducat ..... JRL
Ambling With Ann—w-500-mim—Ann Wardell Saunders ..... SE
Barney Glazer From Hollywood—w-400-mim—Barney Glazer ..... TCN
Behind the Scenes in Hollywood—6tw-mat-proof—Harrison Carroll ..... KFS-TSS
Broadwayfarer (Motion Pictures)—sw-hps—Jerry Lee ..... JRL
Celebrity Corner—S-2c20"-man—Harold Latham ..... NJP
Cindy Says—6tw-col-mim or typed—Cindy Adams ..... CG
Drama Review—d-man—John Chapman ..... CTN
Features—w—Ida Fried ..... EPS
Films, Music, Theatre—w-100 to 350-mim—David Horowitz ..... WUP
Frankly Speaking—m-glossy-8x10-personalities—Gary Wagner ..... WIP
Hollywood—w-on year-round basis-Spanish, English & Portuguese languages—Inez & Cecilia Pedrosa ..... ICP
Hollywood—6tw-400-wire-(for morning papers)—Joe Finnigan ..... UPI
Hollywood—ds-mim—Louella O. Parsons ..... KFS
Hollywood—dexS-400-by wire—Bob Thomas ..... APN
Hollywood—d-man; S-man-ill—Hedda Hopper ..... CTN
Hollywood—dS-var-mim-man-by wire—Louella O. Parsons ..... HHS
Hollywood Candid Picture Service—w-ill-mat-mim—Globe Photos, Inc. ..... LAT-TNS
Hollywood Candid Roundup—glo-for roto or picture page—Thomas Mitchell ..... HLW
Hollywood Candid Service—w-var-man-mat-ill ..... GP
Hollywood-Chuckles—w or dex-Sat.-300w-50-d-mim—Pete Watson ..... GHF
Hollywood—6tw-400-wire-(for afternoon papers)—Vernon Scott ..... UPI
Hollywood Pictures—glo-ind-con ..... UPIN
Hollywood Reporter—d-400-500-mim—Mike Connolly ..... CHR
Hollywood Shorts—S-700-by wire—James Bacon ..... APN
Hollywood Speaks—w-hps-mim—Kurt Singer ..... BPS
Hollywood Today—dS-600-mim-ill—Sheilah Graham ..... NANA-CWF
Hollywood Today—dS-750-mim-photo-print-tape—Sheilah Graham ..... BM-KEL-DNB
Hollywood—Movies—TV—dexS-500-600-2c12"-man-tape-ill—Erskine Johnson ..... NEA-DNB
Motion Picture Column—5tw-450-mim—James Meade and Dave McIntyre ..... CNS
Motion Pictures—w—H. W. Holzer ..... EPS
Motion Pictures (packet)—w-var-mim ..... AFP
Movies—d-500-mim—Bosley Crowther ..... NYT
Movies, The—5tw-500-mim—Clyde Gilmour ..... TNS
News From Hollywood—w-1c15"-man-tape—Lillian Hughes ..... EC-MS
On Hollywood—dS-750-min-photo print-tape—Harold Heffernan ..... BM-KEL-DNB
On Hollywood—dS-600-mim—Harold Heffernan ..... NANA-CWF
On The Screen—w-1c5"-man—Lillian Hughes ..... EC-MS
On The Screen—w-800-mim—Herbert G. Luft ..... JTA
Out of This ShoWorld—dS-400-mim—Barney Glazer ..... TCN
Showbeat—d ex S-550-2c12-ill-ilm-man-tape—Erskine Johnson ..... NEA-DNB
The Whole Truth and Nothing But—15-part series-mim-ill—Hedda Hopper with James Brough ..... DDS
Theatre—d-500-mim—Howard Taubman ..... NYT
This Is Hollywood—5tw-400-mim—Joe Hyams ..... PNS-MIL
TV Movies of Week—w-ps-man-ilm—Frances M. Knox ..... PB

25—MUSIC

A Visit to the Stars—w-6 exclusive & intimate candid photos of TV, screen & stage personalities—glossy-8x10—Staff ..... WIP
Barney Glazer From Hollywood—w-400-mim—Barney Glazer ..... TCN
Books and Arts—w-700-man—Miles Smith ..... APN
BroadwayFarer (Motion Pictures)—sw-hps—Jerry Lee ..... JRL
Classical Records—w-300-mim—Delos Smith ..... UPI
DISCussion—w-2c4"-400-man-ilm—Joe Kalif ..... AMF
Disc Data—w-1c6"-man-mim—Staff ..... JL
Films, Music, Theatre—w-100 to 350-mim—David Horowitz ..... WUP
Frankly Speaking—m-glossy-8x10-personalities—Gary Wagner ..... WIP
Hi-Fi Whirled—dS-400-mim—Barney Glazer ..... TCN
Hollywood Speaks—w-hps—mim—Kurt Singer ..... BPS
In Record Time—w-600-proof—Hugh Mulligan ..... APN
Inside Stuff, Records, Jocks, Jukes and Discs—w-tps—Jerry Lee ..... JRL
Let's look at the Records—w-1c8-mats or orp—Linda Norris ..... CSP-MIL
Music Column—w-800-proof—Paul H. Lang ..... PNS
Music For Everybody—S-750-mim-tape—Sigmund Spaeth ..... GFC
Music and Records—w-var-mim ..... AFP
New Records, The—w-2c6"-man-tape—Staff ..... EC-MS
Out of This ShoWorld—dS-400-mim—Barney Glazer ..... TCN
Popular Records—w-300-mim—William D. Laffler ..... UPI
Record Reflections—w-450-mim—Julius Sturm ..... AFS
Record Review—w—Dina Dellale ..... EPS
Record Roundup—w—Bob Budler ..... CNS
Rhythm Section—3tw-300-mim-glossy—Ralph J. Gleason ..... CHR
Saturday Review Music Service—w-2500-mim-ill—Irving Kolodin ..... SAT
The Record Shop—w-600-2c10½"-man-tape-ill-ilm—Dick Kleiner ..... NEA-DNB
Tip Pan Alley-Cats—w or d ex Sat—300w- or 50d-mim—Stering Sherwin (ASCAP) GHF
Top 20 Records—w-200-wire—Staff ..... UPI
Top Records of Week—w-200-man—Eugene Gilbert ..... APN

26—NATURE

Farm Wife's Window—w-500-600-man—Ethelberta Hartman & Owner ..... FWW
Features—w-Ida Fried ..... EPS
Mark Trail—S-pt-hps-tps-mat—Ed Dodd ..... HLS
Mark Trail's Outdoor Tips—panel-1c5⅛"-mat—Ed Dodd ..... HLS-CWF
Nature Subjects—w-1000-ill-mim—Hugh Halliday ..... TSS
Outdoor Canada—w-900-mim-mat—John Bennett ..... TNS
Outdoor Guideposts—w-2c5"-ill—Fred Luks ..... FL
Outdoor Living—w-400—Various ..... DHJ
Skies Today, The—dS-1c2"-mim—Bailey R. Frank ..... BRF
Small Worlds Around Us—d-500-mim—Lynn M. Watkins ..... RTS-KEL
Speaking Of Pets—S-650-ill-mim-tape—H. H. Miller ..... GFC
Weatherwise or Otherwise—w-400-mim—Capt. E. S. Neal ..... MS

27—PATTERNS

American Designers—w-2c-mat—Patterns ..... SPS-MS
Anne Cabot Needlework—d-100-1c7"-S-200-2c6"-man-ill-ilm—Anne Cabot ..... NEA-DNB
Austine LaMar Fashion Patterns—S-2c8"-mat—Austine LaMar ..... GFC
Craft Patterns—S-2c7"-mat-proof-ill; or photo and proof—A. Neely Hall ..... CRA
Craft Patterns—w-2c7"-mat-ill ..... CRA
Creative Woman-Sewing—d ex S-100-1c7-ill-ilm-man ..... NEA-DNB

H	A	R	E		P	A	L	O	S		B	E	A	D
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L	E	F	T	I	S	T		E	D	E	R	L	E	
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R	I	T	E		N	E	S	S		D	E	M	O	S
A	T	H		R	E	D	T	A	P	E		P	O	T
S	H	E	R	E		S	A	D	R		S	E	R	E
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	B	R	O	O	C	H		R	E	D	L	E	G	S
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T	O	T	O		A	T	O	N	E		E	T	O	N
A	M	E	S		S	A	M	O	S		D	S	M	S

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CLASSIFICATIONS OF FEATURES

Dress Patterns Features—dS-1c-proof-mat-ill—Anne Adams and Marian Martin ..... KFS-CP-TSS
Features—w—Ida Fried ..... EPS
International Designers—w-2c-mat—Patterns ..... SPS-MS
Iris Lane Dress Patterns—dexS-100-ilm-mats ..... GFC
McCall's Printed Patterns—d-1c-proof-mat-ill-S-2c-proof-mat-2 colors-ill .... CF-MIL
Martha Madison Needlework Service—dexS-100-ilm-1c-mat ..... GFC
Mary Brooks Pickens on Sewing—w-300-8c8"-man-ill-ilm—Mary Brooks Pickens ..... NEA-DNB
Needlecraft Pattern Features—dS-1c-proof-mat-ill—Alice Brooks, Laura Wheeler ..... KFS-TSS
Parade of Homes—w-3c8-ill-glossy—Staff ..... HOG
Pattern of the Week—w-150-mim-ilm .. AFP
Patterns—w-1c10"-mat—Iris Lane ..... CSP-MIL
Patterns by Dutchess of Windsor—m-2c-mat ..... SPS-MS
Personalized—w-2c-mat—Patterns ..... SPS-MS
Prominent Designers Dress Patterns Feature—S-2c—Various Designers ..... KFS-TSS
Seams to Me—tw-400-ilm-mim-ilm—Patricia Scott ..... PNS-CWF
Sue Burnett Dress Pattern—d-100-1c7"; S-200-2c8"-man-ill-ilm—Sue Burnett ..... NEA-DNB
U-Bild-It—dS-var-man-mim-ill—Steve Ellingson ..... UB
U-Bild Enterprises—dS-var-man-mim-ill—Steve Ellingston ..... DF
Workshop Patterns—sw-1c-ilm-mat-100-Ruth Wyeth Spears ..... RSP

28—PHOTOGRAPHY

Camera News—w-450-man-ill—Irving Desfor ..... APN
Features—w—Ida Fried ..... EPS
House Plans you can Buy—w-2c-3c-mat-glossy photographs—Hiawatha Estates ..... NPB
What's New in Photography—w-pt-hpt-hps-ill-mim—Jerome Lee ..... JRL

29—PUZZLES - QUIZZES

A Problem a Day—dexS-mim-75-225-man—R. J. Allen ..... WLG-MS
Anagrams—dexS-1c1½"-mim .. BM-DNB-KEL
Answer This If You Can—w-500-mim—Patrick Carr ..... CSF
Around The World Contest—72 releases-2c7"-ill ..... SF
Better English—dexS-mim-85-300-man—D. C. Williams ..... WLG-MS
Big Check Puzzle Contest, The—up to 80 rel.-2c5"-mat ..... SF
Brain Game—6tw-mim ..... KFS-RGB
Brain Twisters—dexS-mim-70-200-man—Don Douglas ..... WLG-MS
Brain Twizzlers, The—d-150-200-ilm—Prof. J. D. Flint ..... NNS
Bull's-Eye-Puzzle—w-3x3⅝"-mat-mim-clues ..... BM-MIL
Circulation Promotion Contests—var-mat CWF
Coinword—w-100-ilm—Robert Pearsall GFC
Count the Change Game—60 releases-2c7"-ill ..... SF
CP Crossword Puzzle—6tw-2c-mat ..... KFS-CP-TSS
Criss Cross—6tw-1c-mat—John Manning ..... KFS-TSS
Crossword—S-3c10"-mat—Maynard Nichols ..... GFC
Crossword Puzzle—w-2c8-mat-C. A. Gordon ..... TNS
Crossword Puzzle—w-2c6½"—Staff ..... CSP-MIL
Crossword Puzzle—w-2c-mat—Staff .... CPS
Crossword Puzzle—dexS-2c5½"-mat-ill—Staff ..... NEA-DNB
Crossword Puzzle—d-2c3 3/16-mat R. A. Power ..... DWL
Cross Word Puzzle—d-2c10"; S-5c10"-mat—staff ..... PNS-MIL
Crossword Puzzle—w-2c6"-mat—A. C. Gordon ..... WLG-MS
Cross Word Puzzle—w-2c5"-mat-glossy proof—Bernice Paschen ..... APS
Cross-Word Puzzle—d-2c3 3/16"; S-3c6"-mat ..... BM-KEL-DNB
Crossword Puzzles—d-2c-mat—Staff ..... APN
Crossword Puzzles—dS-2c-mat—Staff ..... CTN
Crossword Puzzles—d-2c; S-3c-mat ..... UFS-BUF
Crossword Puzzle Contest—w-2c4"-ilm—Staff ..... DNB
Crypt-A-Crossword—w-2c8-mim-ilm—Staff ..... DWL
Crypt-A-Crossword—S-2c-mat .. BM-KEL-DNB
Cryptograms—dS (on mat with crossword puzzle) ..... PNS-MIL
Cryptoquips—6tw-mat—Staff ..... HLS
Cryptoquotes—6tw-mat—Staff ..... KFS
Daily Crossword—dexS-2c8"-mat—Margaret Farrar ..... GFC
Dollar Dazzler—w-3"-3⅝"-mat-mim-clues ..... BM-KEL-DNB
Dollarwords Puzzle—w-2c5½"-mat-ill—Staff ..... NEA-DNB
Etiquiz—d-125-mim—Helen Linn ..... RTS-KEL
Factographs—6tw-mat-proof .... KFS-TSS-CP
Factoquiz—6tw-mim ..... KFS-TSS
Figuret-Fun with Figures—5tw-125-mim—J. A. H. Hunter ..... WHE
Figurits—w-mim-150-man—Don Douglas ..... WLG-MS
Gold Strike Bowling Contest—w-ilm .... GFC
How's Your I. Q.?—dexS-mim-200-1c5" ERS
In The News—w-1c-ilm—George Grunewald ..... CF-MIL
Jumble—that Scrambled Word Game—dS-2c-mat ..... CTN
KFS Crossword Puzzle—6tw-2c-S-3c—Eugene Sheffer ..... KFS-RGB
Little People's Puzzle—d-2c-mat—Leo White ..... UFS
Look and Learn—dexS-mim-115-200-man—A. C. Gordon ..... WLG-MS
Merry Mixup—dexS-30-mim—Barbara Jones ..... AF
Package Deal—w-15 features-mat-glossy proofs ..... APS
Pathway to Success Quizz—w-hps-mim—Jane Sherrod ..... BPS
Photo Quiz—w-5 photos (outstanding personalities)-photos & Text—Robert Striar ..... AD
Pictorial Intelligram—w-100-2c5¾"—Staff ..... NEA-DNB
Premier Sunday Cross Word Puzzle—S-3c—Eugene Sheffer ..... KFS
Prize Crossword Puzzle—w-2c-mat ..... BM-KEL-DNB
Prizewords—w-2c-100-ill-ilm ..... NEA-DNB
Prizewords—w-2c-100-ill-ilm—Staff ..... EFS
Puzzle Page—S-ps-pt-mat ..... KFS-RGD
QED's—dexS-1c4-mat ..... CWF
Q's and A's—dexS-100-1c4¾"-man-tape-ill-ilm—Staff ..... NEA-DNB
Quick Quiz—w-2c-mat—Lloyd Birmingham ..... GFC
Quiz Hall—dexS-2c5"-man—Wilton E. Hall ..... HPS
Quizola—w-500-mim—Patrick Carr ..... CSF
Skil-Word—w-100-ilm—Robert Pearsall....GFC
Solve-A-Crime—w-mim-350-man—A. C. Gordon ..... WLG-MS
Spanish Crossword Puzzle—6tw-2c-mat—Staff ..... KFS
Test Your Facts—d-man—Staff ..... CTN
Test Your Horse Sense—dS-man—Dr. George W. Crane ..... CTN
Test Your Vocabulary—dexS-2c-mat ..... BM-KEL-DNB
Today's Message—d-S-2c-mat—Robert Pearsall ..... GFC
Treasure Hunt Contest—w-400-ill ..... SF
TV Crosswords Puzzle—w-3c8-mat-ill—Staff ..... NEA-DNB
TV Starscramble—S-2c-mat—Leo White ..... BM-CF-MIL
TV Teaser Crossword Puzzle—w-3c5-4c6½"-mat-ill—Staff. ..... NEA-DNB
Watch your English—d-200-mim—Carroll H. Jones ..... RTS-KEL
Weekly Crossword Puzzle—w-2c8"-mat—Staff ..... NEA-DNB
What Do You Know—6tw-mim—Dr. Sabina Connolly ..... KFS-RGB
What's Your Name?—d-1c4"-mat—Ken Gray ..... NNS
What's Your Sports Score—dexS-100 1c3-mim—Fred Lukens ..... ERS
Who Knows? The Answers—w-1c6"-man—Lillian Hughes ..... EC-MS
Word Game—dexS-1c3"-mim BM-KEL-DNB
Words, Wit & Wisdom—dexS-350-400-mim—William Morris BM-KEL-DNB
Young Hobby Club—dexS-250-1c-ill-mim-ilm—Cappy Dick ..... PNS-CWF
Zingo Contest—w-400-ill ..... SF

30—RADIO AND TELEVISION

A Visit to the Stars—w-6 exclusive & intimate candid photos of TV, Screen & Stage personalities—glossy-8x10—Staff ..... WIP
Atkinson Column—tw-750-mim—Brooks Atkinson ..... NYT
Barney Glazer From Hollywood—w-400-mim—Barney Glazer ..... TCN
Broadwayfarer (Motion Pictures)—sw-hps—Jerry Lee ..... JRL
Celebrity Corner—5tw-2c20"-man—Harold Latham ..... NJP
Channel Chuckles—d-1c3¾"-ilm—S-hps-tps-pt-mat—Bill Keane ..... RTS-KEL

Crosby Column—4tw-750-mim-tape—John Crosby ..... PNS-MIL
Features—w—Ida Fried ..... EPS
Frankly Speaking—m-glossy-8x10-personalities—Gary Wagner ..... WIP
Gag Bag—S-man—Larry Wolters ..... CTN
Hollywood—6tw-400-wire-(for morning papers)—Joe Finnigan ..... UPI
Hollywood Chuckles—w or dexS at-300-w-50d-mim—Pete Watson ..... GHF
Hollywood—6tw-400-wire-(for afternoon papers)—Vernon Scott ..... UPI
Hollywood—Movies—TV dexS-500-600-2c-21"-man-tape-ill—Erskine Johnson ..... NEA-DNB
Hollywood Speaks—w-hps-mim—Kurt Singer ..... BPS
Inside TV—dexS-350-mim—Eve Starr GFC
Kleiner TV Notebook—w-450-550-4c6¼"-man-tape-ill-ilm—Dick Kleiner .... NEA-DNB
Las Vegas Limelight—1c—Barney Glazer ..... TCN
Lookin' 'n' Listenin'—w-500-mim—Ann Wardell Saunders ..... SE
Out Of This ShoWorld—dS-400-mim—Barney Glazer ..... TCN
Point of View—3tw-400-min—Donald Freeman ..... CNS
Radio—Everyday—ds-var-man—Frances M. Knox ..... PB
Radio News Bulletin—d-var—Wire ..... AFP
Radio-Television Week—w-700-man-on AP wire—Cynthia Lowry ..... AP
Radio-TV Day by Day—d ex Sat.-500-man—Cynthia Lowry ..... APN
Radio-TV Picture Service—w-ill-mat-mim—Globe Photos, Inc. ..... LAT-TNS
Showbeat—dexS-550-2c12-ill-ilm-mim-man-tape—Erskine Johnson ..... NEA-DNB
Show Biz—Color Cartoon—w-2c4½"-mat—Flash Fairfield ..... NEA-DNB
Show Time—Color TV Service—tab magazine cover—1200-w-ill-ilm ..... NEA-DNB
Shows To Watch (Television)—w-var-mim—Hal Humphrey ..... LAT-TNS
Television Candid Service—w-var-man-mat-ill ..... GP
Television in Review—dexS-500-wire-(for afternoon papers)—Rick DuBrow ..... UPI
Television Star of the Week—w-7x5-color transparency-6x8¼"-color mats-covers ..... GIL
Television Week—S-750-by wire—Cynthia Lowry ..... APN
TV-Candids—w-500-mim—Terrence O'Flaherty ..... CHR
Theatre—d-500-mim—Howard Taubman ..... NYT
This Week's Motto—w-10-man—Staff..... SS
TV In Sight—w-2c6½-mat—Staff Artists ..... NEA-DNB
TV Interviews—S-500-ill-mim—Rona Barrett ..... BM-MIL
TV—From a Woman's Viewpoint—w-2c8—Marcia Michels ..... AMF
TV Front, The—6tw-600-mim—Richard K. Doan ..... PNS
TV Key Features, Mailbag, Previews—d-ill-mim—Stephen H. Scheuer & Staff ..... KFS
TV Laffs—d-1c-mat—Cliff Rogerson ..... BM-MIL
TV Micro Funnies—d-1c3¼"-ill-ilm—Geo. Lamont ..... NEA-DNB
TV Movies of Week—w-ps-man-ilm—Frances M. Knox ..... PB
TV Notes—w-250-mim—Staff ..... UPI
TV Package—18tw-var-mim—Richard K. Doan, Alan Gill, Previews ..... PNS
TV Previews—d-S-300-mim—Staff ..... PNS-MIL
TV Preview for Next Week—w-500-600-man ..... NEA-DNB
TV-Radio—d-500-mim—Jack Gould ..... NYT
TV-Radio—3tw-500-wire-(for morning papers)—Jack Gaver ..... UPI
TV-Radio Review—tw-man—Larry Wolters ..... CTN
TV-Radio Today—5tw-600-mim—Alan Gill ..... PNS-MIL
TV Scout—television preview service—d-500-600-man ..... NEA-DNB
TV Test—w-1c6-mats or orp—Staff CSP-MIL
TV Time—dS-mim-var-Q & A-mim-1c2c-ill-movie review, catalog, previews, etc—Staff ..... BM-KEL-MIL
TV Today and Tomorrow—w-½ col.-man or tape—Ralf Hardester ..... EC-MS
Video—Everyday—dS-var-man—Frances M. Knox ..... PB
Video—Everyweek—w-4 or 8 pts-mim-ilm—Frances M. Knox ..... PB
View—w-tpt-man-ilm—Frances M. Knox .. PB
Viewing TV—tw-350-mim—Hal Humphrey ..... LAT-TNS
What's On? TV-Radio—S-man—Ben Gross ..... CTN

31—RELIGION

A Lift For Living—S-500-mim-tape—Dr. Ralph W. Sockman ..... GFC
A Minister's Casebook—w-750-man—Rev. Charles Howard Graf ..... GHS
Adventures with God—w-600-mim—Jane Scott ..... TNS
Altar Stairs—dS-2c4½"-man—Dr. John Marvin Rast ..... HPS
Archbishop Pocock Says—w-mim-Archbishop Pocock ..... TSS
Between Ourselves—w-750-man—Dr. Archer Wallace ..... RGB
Bible, Can You Quote It?, The—d-150, S-250-mim—Lavina Ross Fowler ..... NNS
Bible Crossword Puzzle—w-2c-mat ..... KFS
Bible Speaks, The—w-1c20"-mat-ill—Dr. Kenneth Foreman ..... CPS
Bible Verse—w-1c2½"-man—Staff .... EC-MS
Bread of Life—d-123-mim-tape—Rev. A. Purnell Bailey ..... GFC
Children of the Bible—dS-2c10"-mat-ill Sam Patrick and Omar Garrison.....LAT-TNS
Church Ad—w-3c8-mats or orp—Staff ..... CSP--MLI
Confident Living—w-650-mim-tape—Dr. Norman Vincent Peale ..... HLS-CWF
Country Parson, The—d-1c3"-ilm—Frank Clark ..... RTS-KEL
Daily News Reports, Domestic and Foreign—dex sat 12,500-var-mim—Staff ..... RNS
Days and Customs of All Faiths—w-var-mim-tape—Dr. Howard V. Harper ..... GFC
Family Fortress—3tw-mim—Father Patrick Peyton ..... KFS
Feature Stories—sea-hpt-tpt-mim-ill—Experts in their fields ..... WUP
Finding The Way—Religious Column—w-350-1c10-tape-mat-ill—Ralph W. Loew, D.D. ..... NEA-DNB
Historic Churches in America—w-200-300-1c2¾"-2c2¾"-2c3½"-3c5½"-5c7"-mim-ill-ilm ..... FAB
Jesus Loves Them—dS-2c10"-mat-ill—Sam Patrick and Omar Garrison ..... LAT-TNS
Jewish Quiz Box—w-400-mim—Rabbi Samuel Fox ..... JTA
Lenten Guideposts—d-1200-mim—Various Authors ..... RTS-KEL
Light on Life's Path—dexS-1c6"-mat—Roy Carley ..... CF-MIL
Living Faith—d-man—Harold Blake Walker ..... CTN
Looking Up At Life—w-man—Harold Blake Walker ..... CTN
Meditation for Lent—an-series-450-600-2c10-man—Ralph W. Lowe, D.D. NEA-DNB
Memo To Caesar—Lenten Series—40 Articles—dexS-275-man-mim—Ken Woodman ..... HPS
My Answer—d-1c-man—Billy Graham .... CTN
My Faith Today—S-1c7"-600-mim—Lewis Breyer ..... WP
Our Religions—w-500-mim—Dr. Carlyle Adams ..... RTS-KEL
Prayer for Today—dexS-50-60-man—Various Authors ..... NCR
Religion in Review—w-1,000-mim—Staff ..... RNS
Religion in the News—w-450-by wire—Jules Loh ..... APN
Religion Today—w-500-by wire—George Cornell ..... AP-APN
Religious Drawings—w-2c5"-3c6"-mat-glossy proofs—Jack Hamm ..... APS
Religious Press Newsletter—sm-w-2500-hpt-mim ..... WRP
Religious Remarkables—w-2c7"-mat-ill—Staff ..... RNS
Religious (Church) Series—w-3c-4c-5c-mat—J. C. Coleman ..... CA
Religious Service—d-var-min ..... AFP
Roy L. Smith Weekly Bible Lesson—w-750-mat-man—Dr. Roy L. Smith ..... NCR
Sentence Sermonettes—Bible Thought For Today—dS-var-man—Rev. James De Forest Murch, D.D. ..... PRB
Sharing Our Treasure—w-650-mim-ill—Rev. John A. O'Brien ..... NCW
60 Second Sermons—dexS-200-mim—Fred Dodge ..... MM
Strength For Today—dexS-250-mim—Dr. Earl L. Douglass ..... CF-MIL
Sunday School Lesson—S-750-mim—Dr. Earl L. Douglass ..... CF-MIL
Sunday's Sermon—w-1c6"-mat-ill—Rev. Robert Harper ..... CSP-MIL
Support the Church—w-3c9"-4c11"-5c13½"-mat-ill ..... KEA
The Power of Faith—w-2c3"-art & text-mats or prints—Woodi Ishmael ..... APN
Thoughts—Bible Classics Quotations—dS-50-75-1c2"-man-tape ..... NEA-DNB
Three Minutes A Day—dS-150-man—James Keller ..... MCN-CWF
Truth for Today: Let's Ask The Bible—d-400-mim—A. G. van Campen ..... GS
Turning Point—w-500-mim—Max Christensen ..... CS
TV Personalities—d-300-man-ill-ilm—Don Royal ..... NEA-DNB
Week in Liturgy, The—w-700-mim—Rev. Robert W. Hovda ..... NCW
Week in Religion, The—w-900-var-mim.... RNS
Weekly Bible Comment—w-45-2c7"-man ..... NEA-DNB
Weekly Meditation—w-150-mim—Colin Douglas ..... WLG-MS
Weekly Sunday School Lesson and Bible Strip—w-mat—Alfred Buescher and N. Speer Jones ..... KFS-CP-TSS
What Life Has Taught Me—w-hps-mim—Kurt Singer ..... BPS

32—RESEARCH—POLLS—SURVEYS

Almanac—7tw-wire—Staff ..... UPI
Door to the Future, The—15-part series-mim—Jess Stearn ..... DDS
Dusk at the Mountain: "The Negro, the Nation and the Capital—12-part series-mim—Haynes Johnson ..... DDS
Editorial Research Daily Service—5tw-mim-600—Richard Spong ..... EDR
Editorial Research Reminder Service—w-mim-2000—Richard Spong ..... EDR
Editorial Research Weekly Report—w-6000—Staff Members ..... EDR
Gallup Poll—Public Opinion News Service—tw-var-man—Dr. George H. Gallup ..... PNS-CFW
"Hi-Fi Equipment"—dS-400-mim—Barney Glazer ..... TCN
If Your Name Is...(Fun with first names)—d-w-470-man-mim—Ann Reynolds, Ph.D. ..... RFS
Local Affairs Service—d-600-man—Monte F. Bourjally & Staff ..... GS
Public's Opinion, The—w-500-mim—John Kraft ..... NNS
Samuel Lubell Series—Public Opinion—sea-var-mim—Samuel Lubell ..... UFS-BUF
Science of Dreams, The—12 installments-mim—Edwin Diamond ..... DDS
Washington Capital News Service—6tw .. UPI

33—SCIENCE

Doctor Funshine—S-var-mat—William Weber ..... CHR
Experiment With Me—w-500-mim—Patrick Carr, Bill Danley ..... CSF
Feature Packet—w-2000-mim-ill-ilm—Staff ..... SCS
Features—w—Ida Fried ..... EPS
Features Stories—sea-hpt-tpt-mim-ill—Experts in their fields ..... WUP
For Peace and Health—w-2c500-mat—Beatrice Katz, M.D. ..... BPF
Foreign News Service—w-500-800-offset-mim—English, French, Spanish & Portuguese—Staff, Correspondents & Outside Contributors ..... FNS
Frontiers of Science—5tw-4c2½"-5c3"-ill-mat—Andrea Bresciani, Robert Raymond & Stuart Butler, Ph.D. LAT-TNS
Graphic Science Features—occ-1c5"-ill-ilm ..... NEA-DNB
"Hi-Fi Equipment"—dS-400-mim—Barney Glazer ..... TCN
How Does It Work?—w-3c4⅞"-mat—A. F. van Hall, J. A. van Dijk ..... DWL
Know How!—w-1c2¼"-ilm—W. Geldof ..... DWL
Know The Weather—d-w-1c6"-man-tape—Edward H. Sims ..... EC-MS
Long Range Weather Forecast—sm-400-mim—Staff ..... SCS
Map of the Stars—m-4c10⅜"-ilm-mim—James Stokley ..... SCS
March of Science—S-800-by wire—Alton Blakeslee ..... APN
National Science Fair—w (school year)-mim-var-ilm—Staff ..... SCS
New Ideas and Gadgets—w-500-ill-ilm-on type-photoprint—Staff ..... SCS
Our New Age—dexS-1c5⅝"-mat—Athelstan Spilhaus & Gene Fawcette ..... HLS-CWF
Our Space Age—d-2c-mat—Otto S. Binder ..... BM-MIL
Patents of the Week—w-700-mim—Staff ..... SCS
Profiles in Science—w-2c10"-mat-ill—Sam Patrick, George Getze ..... LAT-TNS
Science—w—Mary Jane Bergen ..... EPS
Science and Medicine—Bryant Evans .... CNS
Science Articles—5tw-600-700-mim—Thomas R. Henry ..... NANA-CWF
Science at Work—w-500-wire—John Barbour ..... APN
Science Column—2tw-1000-mim ..... AFP
Science Feature—cod-mim—Leonard Bertin ..... TSS
Science For You—S-100-2"x4½"-mim-mat—Bob Brown ..... GFC
Science Feature Story—w-1000-ill-on type-photoprint—Staff ..... SCS
Science Forecast—an-mim-ill—Watson Davis ..... SCS
Science News—tw-450-mim—Bryant Evans ..... CNS
Science Newsfeatures—w-ill-by wire—Frank Carey, Alton Blakeslee and John Barbour ..... APN
Science News Report—5tw-2000-mim—Staff ..... SCS
Science Notebook—w-ill—Dr. Dan Q. Posin ..... CTN
Science of Dreams, The—12 installments-mim—Edwin Diamond ..... DDS
Science Photographs—Fremont Davis .... SCS
Science Review of Year—an-mim-ill—Staff ..... SCS
Science Shorts—d-120-mim—Staff ..... SCS

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Stars Above—w-200-mim-ilm—Sherman Walker ..... LAT-TNS
Television Star of The Week—w-fx5-Color Film Transparency ..... GIL
Today's Science—1tw-3tw-1c10"-600-mim—Prof. Geo. A. Boyd ..... WP
True Tales of Science and History—w-500-mim—Ruth Twigg ..... CSF
What Life Has Taught Me—w-hps-mim—Kurt Singer ..... BPS
Wire By Mail Service—dexS-60-mim—Staff ..... SCS
Wonders of Nature—w-3c3¾"-mat—Dr. A. A. Manten ..... DWL
Wonders of the Universe—w-1000-mim-ill-tape—Dr. I. M. Levitt ..... GFC

34—SERIALS

A Portrait of Joan—12-part series-mim—Joan Crawford with Jane Kesner Ardmore ..... DDS
Bestseller—w-hps-mim or book form—Various Authors ..... BPS
Cartoon Books—w-book form—Various Authors ..... BPS
Conquering Your Allergy—14 instl.-series-man-tape—Buen Swinny, M.D. ..... GFC
Door to the Future, The—15-part series-mim—Jess Stearn ..... DDS
Credo of a Conservative, The—4-part series-mim—Ezra Taft Benson ..... DDS
Dusk at the Mountain: "The Negro, the Nation and the Capital"—12-part series- ..... DDS
Fat Boy Goes Poly-Unsaturated, The—16-part series-mim-ill—Elmer Wheeler ..... DDS
mim—Haynes Johnson ..... DDS
Fiction—sea-man-ill-ilm-tape—Various Authors ..... NEA-DNB
Fiction—d-36 chapters-42,000-mim-ill-ilm—Anne Allison, Roberta Martin, Rob Eden ..... RTS-KEL
First and Second Serial Rights—fiction and features-book condensations-fillers ..... DDS
Foreign Strips (panels)—w-varies-mat—Various ..... BPS
Gripping-Enthralling-Dramatic Series—pkge. 6 to 12-1000-mim-ilm—Outstanding Authors, Writers & Claire Wilbur. Ed.-in-Chf ..... CF-MIL
I Owe Russia $1200—12-part series-mim-ill—Bob Hope ..... DDS
Investing for the Years Ahead—10-part series-mim—John W. Hazard & Lew G. Coit of the Kiplinger Washington Editors ..... DDS
I Was Jacqueline Kennedy's Dressmaker—20 install-mim ..... GFC
Land, Wood & Water—18 install-mim—Senator Robert S. Kerr ..... GFC
Legacy of Hiroshima, The—12 installments-mim—Edward Teller, Allen Brown ..... DDS
Lenten Guideposts—d-1200-mim—Various Authors ..... RTS-KEL
Make People Like You—Book serialization-18 installments-1c20"-ilm-printed proofs—Lelord Kordel ..... GPE
Men and Decisions—6-part series-mim—Lewis L. Strauss ..... DDS
Men, Women and Marriage—12-part series-mim—Ernest Havemann ..... DDS
Modern Family, The—12-part series-mim—Dr. Benjamin Fine ..... DDS
My Thirty Years Backstairs At The White House—20 install-mim—Parks & Leighton ..... GFC
Mystery Novelettes—w-mim-ilm ..... KFS-RGB
Over 50, So What!—12-part series-mim-ill—Hildegarde ..... DDS
Ripley, The Modern Marco Polo—12 installments-mim—Bob Considine ..... DDS
Serial Fiction—mat-proof ..... KFS
Serial Fiction—6tw-mat-proof ..... CP
Serial Stories—sea-man-tape-ill-ilm—Various Authors ..... NEA-DNB
Serialization of Books of Current Interest; Current titles available on request—Kurt Singer ..... BPS
Serialization of Books, usually 6 to 21 installments of approx. 1000 words each; Current list available; mim or galley proof furnished ..... PAG
Sports Serials (British and American sports and non-fiction and instruction books) ..... JL
Suburbia's Coddled Kids—12-part series-mim-ill—Peter Wyden ..... DDS
The Whole Truth and Nothing But—15-part series-mim-ill—Hedda Hopper with James Brough ..... DDS
War In Space—4 install-mim-ill—Dr. I. M. Levitt ..... GFC
Washington Cover-Up—12-part series-mim—Clark Mollenhoff ..... DDS

35—SHORT STORIES

Broadwayfarer, Hollywood, Motion Pictures, Stage, Screen Books, Short Stories—w-tps—Jerry Lee ..... JRL
Feature Stories—sea-hpt-tpt-mim-ill—Experts in their fields ..... WUP
First and Second Serial Rights—fiction and features-book condensations-fillers ..... DDS
Graveyard Tales—w-1000-mim—Patrick Carr ..... CSF
Inside Stuff, Records, Jocks, Jukes, Discs & TV.—w-tps—Jerome Lee ..... JRL
Mr. Sandman Tales—w-1000-mim—Patrick Carr, Bill Heyduck ..... CSF
Rainespout—dS-800-mim—Sandy Raines.... AA
Short Stories—w-4c5"-man; S-ps-pt-hps—Frank Del-Witt ..... HT
Short Stories (original)—fillers—book condensations—fiction and features—1st and 2nd serial rights ..... DDS
Short Story—d-man—Well Known Authors ..... CTN
Shorty—sea-750-1c20-ill-ilm-man-tape—Well Known Authors..... NEA-DNB
True Treasure Tales—w-750-d-1000-mim—Patrick Carr ..... CSF

36—SPECIAL PAGES

A Home To Live In—w-2c5"-2c7"-mat-ill-ptd copy ..... SHP
Antiques and Attic-ulations—w-4c5"-man; S-ps-pt-hps—Katherine Schilling ..... HT
Back to School—an-16 pt SS-mats or prints & proofs—Various ..... APN
Believe It or Not—d-2c-3c; S-hps-4c-tps-mat ..... KFS-TSS
Brides—an-16 pt-mats-or prints & proof—Various ..... APN
Bulletin News Mats—6tw-mat—Staff .... KFS
Christmas—an-16 tp-mat or prints & proof—Various ..... APN
Christmas In Canada—an-var-mim-mat-ill ..... TNS
Christmas Shopping Feature—an-ps-tape-man-ill-ilm—Staff ..... NEA-DNB
Christmas Supplement—an-12,000-mim-ill—Various ..... NCW
Color-Pictures and Illustrations—w-ill-ilm ..... NEA-DNB
CP Condensed Weekly News and Feature Service—w-mat ..... KFS-CP-TSS
Craft Patterns—w-2c7"-mat-ill ..... CRA
Easter Supplement—an-10,000-mim-ill—Various ..... NCW
Feature Pictures—d-1c-2c-3c-4c-Mat ..... NEA-DNB
Foreign News Service—w-500-800-offset-mim-English, French, Spanish & Portuguese—Staff, Correspondents & Outside Contributors ..... FNS
Full 6-Column Page Mat of Weekly Features—w-6c19"-mat ..... APS
Full 5-Column Tabloid Page Mat of Weekly Features—w-5c15"-mat ..... APS
Hobby Hoarse Tales—w-4c5"-man; S-ps-pt-hps—Frank Del-Witt ..... HT
Holiday Preparedness—sea-250-300-man-ill-ilm—Staff ..... NEA-DNB
Homes—an-16 pt mats or prints & proofs—Various ..... APN
Justice Stories—S-ill-ilm—Ruth Reynolds ..... CTN
Lively Living—S-500-mim-ill—Reba and Bonnie Churchill ..... NNS
Magazine Pages—S-ill-ilm—Staff ..... CTN
Nana Photo Service—w-6 to 12 exclusive photographs from top world wide agencies ..... NANA-CWF
News Pictures—Telephoto—Spot News—d-1c-2c-3c-mat ..... NEA-DNB
Nighthawk Newsmats—6tw-mat ..... KFS-TSS
Old and New-mismatics!—w-4c5"-man; S-ps-pt-hps—Katherine Schilling ..... HT
Pictorial Feature Page—w-1c-2c-3c-mat—Staff ..... NEA-DNB
Pictorial Page (general)—6tw-ps-mat—Staff ..... KFS
Picture News Page—d-news and feature-1c-2c-3c-ps-mat ..... NEA-DNB
Picture Review of the Year—an-p-hps-mat-ill—Staff ..... NEA-DNB
Picture Show—w-ps-mat—Staff ..... APN
Pictures of the Week—w-ilm ..... CWF
Public's Opinion, The—w-500-mim—John Kraft ..... NNS
Putting My Knows to the Grindstone:—w-4c5"-man; S-ps-pt-hps—Frank DelWitt ..... HT
Quarter Page Mat of Four Comic Strips—w-4c9½"-mat ..... APS
Red World, The—w-500-mim—Mark Gayn ..... NNS
Review of The Year—an-ps-hps-man-mat-ill—Staff ..... NEA-DNB
Ribsplitters, Odd Divorces—w or d ex Sat.-300-w-or-50d-mim—John Milton Hagen GHF
School Supplement—an-10,000-mim-ill—Various ..... NCW
Science and Medicine—Bryant Evans .... CNS
Scott's Scrapbook—6tw-2c-3c-mat.... R. J. Scott ..... KFS-CP-TSS

Senior Forum—5tw-350-mim-tape—
Paul Hightower ..... GFC
Six Column Half Page of Weekly Features
—w-6c9½"-mat ..... APS
Sketches—d-1c-75-mim-tape—
Ben Burroughs ..... GFC
Socialites and Celebrities—w-oas-500-man—
Bernard O'Brien ..... BOB
Sparks of Wildom—dexS-mim-60-70-man—
Cedric Simms ..... WLG-MS
Spot News Mats—6tw-mat ..... KFS
"The Shrewd Nude" or other light verse & dark—dex Sat-25-50-mim—
John Milton Hagen ..... GHF
The Stars This Week—dS-800-mim—
Doris Gay ..... AA
U-Bild-It—dS-var-man-mim-ill—
Steve Ellingson ..... UB
U-Bild Enterprises—dS-var-man-mim-ill—
Steve Ellingson ..... DF
Under Twenty—w-8 separate cols-500-mim—Kurt Larson and others .... CF-MIL
Vintage Years, The—w-4c (separate)-500-mim—R. O. Beckman ..... CF-MIL
Weekly Picture Page—w-news & features-1c-2c-3c-ill-ilm ..... NEA-DNB
Weekly Service—w-mat-proof ..... KFS
Year End News Review—an-ps-ill—Staff APN
Year End Reviews—an-p-hpe-man-mat-ill-ilm—Staff ..... NEA-DNB
Year End Sports Review—an-var-ill—
Staff ..... APN

37—SPORTS—OUTDOORS—BOATING

Afield and Afloat—dexS-1c3"-mat—
Hank Andrews ..... AF
Afloat and Ashore—w-500-mim-ilm—
Robert Finlayson ..... TNS
Arnold Palmer Method, The—3tw-200-mat; S-2c-mim-ilm-tape—Arnold Palmer .... NNS
Ask Joe Wilman—d-1c-100-ilm-tape—Joe Wilman ..... NNS
Ask Me—w-dS-100-mim—
Charles Reichblum ..... DF
Baseball's Immortal Madcaps—20 articles-800-ill-ilm—Harry Jones and Fred Reinert ..... AF
Baseball Play-by-Play—wire—d-sea-man.... AP
Baseball Series—sea-300-500-man-ill-ilm ..... NEA-DNB
Baseball Statistics—tw-on-extension AP Sports wire—w-on ext. teletypesetter Sport wire ..... AP
Basketball Prophecy & Ratings—w-2c5-var-mim—Mort Olshan ..... MOS
Basketball Series—sea-300-500-man-ill-ilm ..... NEA-DNB
Better Bowling—w-sea-60-1c4"-ill-ilm—
Authorities ..... NEA-DNB
Better Five Pin Bowling—3tw-sea-ilm-mim—
Joe D'Orazio ..... TSS
Better Golf—w-sea-60-1c4"-ill-ilm—
Authorities ..... NEA-DNB
Between You 'n Me—w-550-2c11"-man-ill-ilm—Murray Olderman ..... NEA-DNB
Bike Bits—sw-var-man-mim—
Henry E. Isola ..... ISN
Boating—w-500-mim—Jack Wolinton .... UPI
Boom in Golf, Football, Baseball & Racing—w-tps-hpt-ill-mim—Al Ross ..... JRL
Bosun's Whistle—Henry E. Isola ..... ISN
Bowling Clinic—d-200-ill-ilm—
Billy Sixty ..... NNS
Bowling Series—sea-300-500-man-ill-ilm ..... NEA-DNB
Bowling Tips—d-1c-65-ilm—
Don Carter & Marion Ladewig ..... NNS
Cage Power Ratings—College Basketball Ratings & Predictions—w-var-mim—
Mort Schwartz ..... FF
Celebrity Corner—S-2c20-man—
Harold Latham ..... NJP
Comment on Sports—w-1c15"-man-tape—
Edward H. Sims ..... EC-MS
CP Sports Mats—6tw-mat ..... KFS-TSS-CP
CP Sports Pictorial Page—w-p-mat ..... CP
Curious Facts—d-w-450-mim—
Donald Whitacre ..... CFF
Curling Cues—w-sea-ill-mat-mim—
Matt Baldwin ..... TSS
Daley Column—d ex sat-750-mim—
Arthur Daley ..... NYT
Dick Dunkel's College Basketball Index—sw-var-mat—Dick Dunkel ..... DSR
Dick Dunkel's College Football Index—sw-var-mat—Dick Dunkel ..... DSR
Dunkel Sports Rating Service—sea-2&3c-mat-mim—Dick Dunkel ..... BM-MIL
Durslag Sports Column—6tw-mim—
Melvin Durslag ..... KFS
Enjoy Skiing—5tw-sea-350-proof—
Anne Heggtveit ..... TNS
Fan Fare—d-1c6½-3c; S-hpt-tps-mat—
Walt Ditzen ..... PNS
Fearless Spectator—w-400-500-mim—
Charles McCabe ..... CHR
Features—w—Ida Fried ..... EPS
Football Prophecy & Ratings—w-2c5"-var-mim—Mort Olshan ..... MOS
Football Series—sea-300-500-ill-ilm—
Harry Grayson, Murray Olderman NEA-DNB
Frank Graham Sports—6tw-proof—
Frank Graham ..... KFS
Frankly Speaking—m-glossy-8x10-personalities—Gary Wagner ..... WIP
Fur, Fin and Campfire—3tw-mat-proofs—
Staff ..... KFS-CP
Golf School—d-200-ill-ilm—
Sam Snead ..... NNS
Golf Series—sea-250-300-mim-ill-ilm—
Authorities ..... NEA-DNB
Grid Power Ratings—College Football ratings & predictions—w-var-mim—
Mort Schwartz ..... FF
Hockey Hints—3tw-ill-mim-sea—
Lloyd Percival ..... TSS
Hockey Scrapbook—tw-300-mim-ill—
Frank Mahovlich ..... TNS
Hunting and Fishing—sea-150-300-1c6-12-man—Authorities ..... NEA-DNB
I Bet You Didn't Know—w-300-mim-various Sports ..... CR
Improve Your Game—5tw-1c-mat-ilm—
Irving Marsh & Gard Tyrell ..... PNS
In the Wake of the News—dS-man—
Dave Condon ..... CTN
Jack Murphy on Sports—tw-700-mim—
Jack Murphy ..... CNS
Jews in Sports—fn-800-mim—
Harold U. Ribalow ..... JTA
Ken Watson on Curling—w-600-mim—
Ken Watson ..... TNS
Long Shots—d-3c1 9/16"-mat—
Fred Thomas ..... HLS-CWF
Looking Back in Sports—w-2c-mat—
Lenny Hollreiser ..... CTN
Mark Trail's Outdoor Tips—panel-1c5⅛"-mat—Ed Dodd ..... HLS-CWF
Maybe I'll Pitch Forever—12 installments-mim—Satchel Paige ..... DDS
Morrison Golf Articles—3tw-mat—
Alex J. Morrison ..... KFS-CP
Murray Column—6tw-350-mim—
Jim Murray ..... LAT-TNS
Now Hear This—Henry E. Isola ..... ISN
One Minute Sports Quiz—w-1c3-man—
Edward H. Sims ..... EC-MS
Open Season—d-2c2¾"-mat—
Clyde Lamb ..... RTS-KEL
Outdoor Canada—w-900-mim-mat—
John Bennett ..... TNS
Outdoor Guideposts—w-2c5"-ill—
Fred Luks ..... FL
Outdoor Living—w-400-Various ..... DHJ
Outdoorsman—w-var-man—Perk Angwin .... PB
Parker Sports Column—6tw-proof—
Dan Parker ..... KFS
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Solunar Tables—w-500-mim-ilm—
John Alden Knight ..... RTS-KEL
Speaking of Boats—w-150-mim-plus readers questions—
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39—TRAVEL

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Traveler, The—w-tps—Jerome Lee ..... JRL
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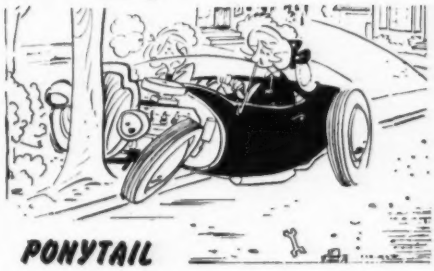

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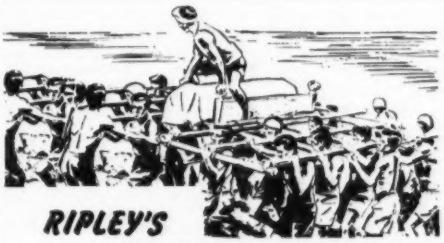

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Canadian Report—H. W. Patterson .... TNS
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Food Facts—Harry Lui ... LIA
Food Feature—Dorothy Maddox ... NEA-DNB
Food Stories—Cecily Brownstone ... APN
Football Prophecy and Ratings—Mort Olshan ... MOS
Football Series—Harry Grayson, Murray Olderman ... NEA-DNB
Footlights of Broadway—Ward Morehouse ... NANA-CWF-KEL
Footnotes—Courtney Dunkel ... LAT-BUF-TNS
For Better Health—C. A. Dean, M.D. ... GFC
For Grandmothers Only—Marjorie Hall ... GHS
For Men Only—Susan M. Rogers ... SMR
For Men Only—Cooking—Morrison Woode
For Peace and Health—Beatrice Katz, M.D. ... BPF
Foreign Correspondents—Tom & Harle Dammann ... CTN
Foreign News Commentary—Phil Newsom UPI
Forever Female —Eugene Craig ... DF
Fortune Finder—P. T. Hines ... KFS-RGB
Forty-Odd—The Lulls & Irwin Caplan ... GFC
France Speaks—Michael Labray ... PRO
Frank Graham Sports—Frank Graham ... KFS
Frankly Speaking—Gary Wagner ... WIP
Freckles and His Friends (plus Hector) —Merrill Blosser ... NEA-DNB
Freddy—Rupe ... GMA
Free For All—Patrick Carr ... CSF
Fritchie Saunders Columns—Harriet Carlson ... HC
Fritzi Ritz—Ernie Bushmiller ... UFS-BUF
From New York—Creighton Peet ... PT
From Nine to Five—Jo Fischer ... PNS-DNB-CWF
From Where I Sit—Harry S. Donen ... DHS
Frontiers of Science—Andrea Bresciani, Robert Raymond, Stuart Butler, Ph.D. ... LAT-TNS
Funland—Arthur Nugent ... BM-DNB-KEL

G

Gag Bag—Larry Wolters ... CTN
Gains and Brains—Estey I. Reed ... SS
Gallup Poll—Dr. George H. Gallup ... PNS-DNB-CWF
Garden Fax—Dr. Milton Carleton ... HPS
Garden Notebook—Alfred Putz PNS-DNB-MIL
Gardens—Dorothy Jenkins ... DHJ
Gardners Questions and Answers—James Murphy ... CNS
Gasoline Alley—Frank King (daily); Bill Perry (Sunday) ... CTN
George Fielding Eliot—George Fielding Eliot ... GFC
Geraldine—Elisabeth Brozowska ... NNS
Germany Speaks—Werner Lobe ... PRO
Gil Thorp—Jack Berrill ... CTN
Ginger—Getterman ... UFS-BUF
Girls, The—Franklin Folger ... PNS-DNB-CWF
Glamor Girls—Don Flowers ... KFS-RGB
Glazed Bits—Barney Glazer ... TCN
Global View, The—Leon Dennen ... NEA-DNB
Going Places—Shirley and Bob Sloane ... GFC
Gold In Your Attic—Van Allen Bradley ... GFC
Goldberg Cartoons, Rube—Rube Goldberg ... KFS
Golden Years—Thomas Collins ... CFS-CSP-GFC-MIL
Golf School—Sam Snead ... NNS
Good Books—Paul Hall ... GHS
Good Morning—Good Evening—Tom Sims ... KFS
Good Old Days, The—Erwin L. Hess ... UFS-BUF
Good Old Days & Antique Fair—Erwin L. Hess ... UFS-BUF
Good Taste—Emily Post ... BM-DNB-KEL
Gordo—Gus Arriola ... UFS-BUF
Grandma—Charles A. Kuhn ... KFS-TSS
Grandpa's Boy—Brad Anderson ... APS
Graveyard Tales—Patrick Carr ... CSF
Grass Roots Clippings—Kerwin Hoover ... HTF
Great Ideas From The Great Books—Dr. Mortimer J. Adler ... PNS-DNB-CWF
Green Thumb, The—George "Doc" Abraham ... GEO
Greener Thumbs—Joyce Smith ... RTS-KEL
Grid Power Ratings—Mort Schwartz ... FF
Grin & Bear It—George Lichty ... PNS-DNB-CWF
Guest, Edgar A. (poetry)—Edgar A. Guest ... GMA
Gypsy Condesa's Horoscope, The—Marjorie Hall ... GHS

H

Half-Past Teen—Joe Mahoney ... CSF-MIL
Half Tone Fashions—Alice Alden ... KFS
Half Marked—Gordon Langley Hall ... GHS
Handy Family, The—Lloyd Birmingham ... GFC-CSF-MIL
Harper's Bazaar Fashions—Nancy White KFS
Hattie—Gertrude Espenscheid ... RN
Have Fun—Lee Bryan & Rube Weiss ... BPF
Hawk, The—Rod Maxwell and Bob Webb PF
Hayden, Jay—Jay Hayden column ... NANA-CWF-KEL
Health—Dr. Theodore R. Van Dellen ... CTN
Health and Beauty—Martha Bass Sims ... EC-KEL-MS
Health Capsules—Michael A. Petti, M.D. ... UFS-BUF
Health for Today—Dr. W. W. Bauer CF-MIL
Heart of Juliet Jones, The—Stan Drake ... KFS
Healthy Living—Mel Ducat ... JRL
Helen Help Us—Helen Bottel ... KFS
Helping Hands—Elizabeth Daniels Squire ... GFC
Helpful Henry—Flash Fairfield ... NEA-DNB
Hemisphere Week—Francis L. McCarthy ... UPI
Henry—Carl Anderson ... KFS
Henry J. Taylor Column—Henry J. Taylor ... UFS-BUF
Herblock Editorial Cartoons—Herbert L. Block ... HLS-CWF
Here We Go Again—J. N. (Ding) Darling ... RTS-KEL
Here's An Idea—Lou Darvas and Jerry Langell ... AF
Here's How—Oso Handle ... MOH
Here's Mom—Isabel ... CTN
Heritage Road—John Teene ... HR
Herman—Clyde Lamb ... RTS-KEL
Hesse Cartoons, Don—Don Hesse ... MCN-CWF
Hi and Lois—Mort Walker and Dik Browne ... KFS-RGB
Hi-Fi—Preston McGraw ... UPI
Hi-Fi Equipment—Barney Glazer ... TCN
Hi-Fi Whirled—Barney Glazer ... TCN
Hints From Heloise—Heloise Cruse ... KFS
History in Headlines—Patrick Carr ... CSF
Hobby Hoarse Tales!—Frank Del-Witt ... HT
Hobby Lobby—Patrick Carr ... CSF
Hockey Hints—Lloyd Percival ... TSS
Hockey Scrapbook—Frank Mahoulich ... TNS
Hold On!—Charles McDowell, Jr. ... RTS
Hollywood—Inez & Cecilia Pedroza ... UPI
Hollywood Beauty—Lydia Lane ... LAT-TNS
Hollywood Chuckles—Pete Watson ... GHF
Hollywood—Vernon Scott ... UPI
Hollywood—Joe Finnigan ... UPI
Hollywood—Bob Thompson ... APN
Hollywood—Hedda Hopper ... CTN
Hollywood—Louella O. Parsons ... HHS-KFS
Hollywood Candid Roundup—Thomas Mitchell ... HLW
Hollywood Reporter—Mike Connolly ... CHR
Hollywood Shorts—James Bacon ... APN
Hollywood Speaks—Kurt Singer ... BPS
Hollywood Today—Sheilah Graham ... BM-DNB-KEL-NANA
Hollywood—Movies-TV—Erskine Johnson ... NEA-DNB
Home—Ida Fried ... EPS
Home—Ann Jermyn & George Adams ... DHJ
Home Bldg.: Questions and Answers ... CNS
Home Making Helps—Eleanor Ross ... KFS
Home Repair Do's and Don'ts—Andrew C. Lang ... APN
Home Repair Problems—Douglas Tuomey ... GFC
Homeowners Money Savers—Douglas Tuomey ... GFC
Home Workshop—Jim Newhall ... NEA-DNB
Homes—Dorothea M. Brooks ... UPI
Honor Eden—Jack Sparling ... BM-MIL-KEL
Horoscope—Contsella ... CTN
Hossface Hank—Frank Thomas ... APS
House Doctor—Herman Baum ... RTS-KEL
House of the Week, The—Jules Loh ... APN
Household Scrapbook—Roberta Lee WLG-MS
Household Stories—Vivian Brown ... APN
House Plans You Can Buy—Hiawatha Estes ... NPB
Housing News—Hugh L. Morris ... MNS
How Can I???—Anne Ashley ... WLG-MS
How Do You Stand, Sir—Sen. Barry Goldwater ... LAT-TNS
How Does It Work—Bruce Bailey ... CF-MIL
How Does It Work—J. A. van Dijk ... DWL
How To Analyze Handwriting—Muriel Stafford ... HAF
How To Get Money For College—Dr. Benjamin Fine & Sidney A. Eisenberg ... BM-DNB-KEL
How to Keep Your Child Well—Dr. Theodore R. Van Dellen ... CTN
How's Business?—Roger W. Babson ... PFB
Huber and Friends—Frank Cummins ... SNF
Hubert—Dick Wingert ... KFS
Human Side, The—Chester Lewis ... AFS
Humor Without Words—Zoltan Forral and Chumy ... VAZ
Hy Gardner Calling—Hy Gardner ... PNS-DNB-MIL

I

I Beg to Differ—Frank Lowe ... CWF
I owe Russia $1,200—Bob Hope ... DDS
I Want To Be A—Patrick Carr & Ruth Twigg ... CSF
I Wonder??—Jack Bedford ... JB
Idea Payoff—Lou Darvas and Jerry Langell ... AF
If You Take My Advice—Mary Starr ... TSS
If Your Name is—(Fun with first names) —Ann Reynolds, Ph. D. ... RFS
Illustrated New Homes And Weekly House Releases—Jack McElency ... ASA
Illustrated Farm Features—C. F. Marley MPS
Income Tax Primer Series —Richard A. Mullens ... NEA-DNB
Income Tax for the Worker—C. A. Miller ... RGB
Improve Your Game—Irving Marsh & Gard Tyrell ... PNS-DNB-MIL
India Speaks—A. D. Mani ... PRO
Individual Horoscope —Frances Drake ... KFS-RGB
Indoor Gardening—Katherine B. Walker ... PNS-DNB-CWF
Inez Robb Column—Inez Robb ... UFS-BUF
Inky—Hal Borden ... APS
In Fashion Now—Mrs. Hugo S. Sims Sr. ... EC-KEL-MS
In New York—Walter Winchell ... KFS
In Perspective—Max Freedman ... PNS-DNB
In Record Time—Hugh Mulligan ... APN
In The News—George Grunewald ... CF-MIL
In the Wake of the News—Dave Condon ... CTN
In Washington—Ralph deToledano ... KFS
Inside Humor—Harry S. Donen ... DHS
Inside Labor—Victor Riesel ... HLS-CWF
Inside Report—Rowland Evans & Robert D. Novak ... PNS-DNB
Inside Straight—Michael MacDougall ... BM-MIL-KEL
Inside Stuff, Records, Jocks, Jukes & Discs —Jerome Lee ... JRL
Inside TV—Eve Starr ... GFC
Inside Washington—Henry Cathcart ... KFS
Inside You and Yours—Dr. Burton H. Fern ... RGB
Interior Decorating—Vivian Brown ... APN
Interior Decorating, Q. A.—Betty Pepis ... BM-MIL-KEL
Interior Decoration—Willella de Campi ... CTN
International Affairs—Royce Brier ... CHR
International Review, The—Gilbert Lloyd WP
Interpretive Reports—Richard Wilson ... RTS
Investing For The Years Ahead—John W. Hazard and Lew G. Colt of the Kiplinger Washington Editors ... DDS
Investors' Forum—Harry C. France ... GFC
Investors' Guide—Sam Shulsky ... KFS-RR
Israel Newsletter—Joshua Justman ... JTA
Israeli Diary—Paul Martin Michael ... VN
Irene Kuhn Column—Irene Corbally Kuhn ... KFS
Isn't It The Truth—Charles Rehns ... CH
It Happened Last Night—Earl Wilson ... HLS-CWF
It Seems To Me—David C. Gardner ... GA-DF
It's A Cockeyed World—Joe Kaliff ... AMF
It's A Law—Julius Sturm ... AFS
It's A Living—Al Johns ... APS
"It's News To Me"—Herb Caen ... CHR
It's Fun In "——" (The month changes through the year)—Harriet Carlson ... HC
It's Worth Dining—Helen Worth ... HW
It's Your Money—D. B. Gallagher ... GFC
It's Your Landscape —George Creed ... PNS-DNB-CWF

J

Jack Murphy on Sports—Jack Murphy ... CNS
Jackson Twins, The—Dick Brooks ... MCN-CWF
Jackie Robinson Says—Floyd Patterson ... VIP
Jane Arden—W. G. Hargis and Walt Graham ... RTS-KEL
Janeway's View—Eliot Janeway ... CTN
Japan Speaks—Kazuo Kuroda ... PRO
Jay Hayden Column—Jay Hayden ... NANA-CWF-KEL
Jeff Cobb—Peter Hoffman ... GFC
Jes' Smith—Johnny Pierotti ... CF-MIL
Jest A Moment!—Hugh Kennedy, Burt Nelson ... BCE
Jest Around The Home—Dr. O. A. Battista ... QD
Jest A Minute—George Daugherty ... CTN
Jesus Loves Them—Sam Patrick and Omar Garrison ... LAT-TNS
Jet Swift & His Science Stamps—Art Radebaugh ... CTN
Jewish Meals—Mildred G. Bellin ... JTA
Jewish Quiz Box—Rabbi Samuel Fox ... JTA
Jews In Sports—Harold U. Ribalow ... JTA
Jim Bishop Reporter—Jim Bishop ... KFS
Joe Palooka—Ham Fisher ... MCN-CWF
Johnny Hazard—Frank Robbins ... KFS-RGB
John Smith and His Car—Frederick C. Russell ... RS-MIL
Josephine—Charles Skiles ... GFC
Josh Billings Sez—Rube Weiss ... BPF
Journeys To Pleasure—Frances Koltun ... PNS-DNB-MIL
Judge Parker—Dr. N. P. Dallis and Dan Heilman ... PNS-DNB-CWF
Junior Editors—Coulton Waugh ... APN
Just For Fun—Ram Onas ... SNF
Just the Type—Bob Dunn ... KFS
Justice Stories—Ruth Reynolds ... CTN

K

Kaltenborn Edits the News—H. V. Kaltenborn ... GFC
Karikature Karnival—Joe Kaliff ... AMF
Katy's Kitchen—Claire Barcher Ackerman CG
Katzenjammer Kids—Joe Musial ... KFS-RGB
Keep In Trim—Ida Jean Kain ... KFS
Keeping Posted—Frank Graham ... CNS
Ken Watson on Curling—Ken Watson ... TNS
Kennel and Leash—Maxwell Riddle CF-MIL
Kerry Drake—Alfred Andriola PNS-DNB-CWF
Kevin The Bold—Kreigh Collins ... NEA-DNB
KFS Crossword Puzzle—Eugene Sheffer ... KFS-RGB
"Kidbits"—J. H. Kerber ... SEL
King Aroo—Jack Kent ... GG
Kitchen Cynic, The—Ben Sharfman ... AMF
Kitchen Talk—Philomena Corradeno ... PHI
Kitty Higgins—Ferd Johnson ... CTN
Know How—W. Geldof ... DWL
Kleiner TV Note book—Dick Kleiner ... NEA-DNB
Know The Negro—Alfred Duckett ... VIP
Know The Weather—Edward H. Sims ... EC-KEL-MS
Know Your Antiques—Ralph and Terry Kovel ... RTS-KEL
Know Your Canada—Lyn and Richard Harrington ... MIL
Krock Column—Arthur Krock ... NYT

L

Labor On Stamps—Lee James ... JL
Ladies Day—Mady Merah ... GFC
Laff of the Week—Bob Barnes ... CSF-MIL
Land, Wood & Water—Senator Robert S. Kerr ... GFC
Landscape Yourself—Wayne Tipsword ... CSF
Langston Hughes Column—Langston Hughes ... VIP
Landscaping—Henry Aul ... PNS-DNB-MIL
Languages in The News—Charles Berlitz ... APN
Laredo—Bob Schoenke ... RTS-KEL
Larry Brannon—Winslow Mortimer ... NNS-TSS
Las Vegas Limelight—Barney Glazer ... TCN
Latest From Paris—Monique ... CTN
Latin America Today—Jules DuBois ... RGB
Laughing Matter—Salo ... CTN
Laugh It Off—Syd Hoff ... KFS
Law Briefs—Martin J. Ross ... LAW
Lawrence Dispatch—David Lawrence ... PNS-DNB-MIL
Lawrence Fertig—Lawrence Fertig ... CF-MIL
Learn to Write—Cullen E. McCoy ... RT
Legacy of Hiroshima, The —Edward Teller; Allen Brown ... DDS
Let's Look At The Records—Linda Norris ... CSP-MIL
Lesson in English—W. L. Gordon ... WLG-MS
Let's Be Beautiful—Arlene Dahl ... CTN
Let's Eat—Ida Bailey Allen ... KFS-TSS
Let's Explore Your Mind—Sylvanus and Evelyn Duvall ... NNS
Let's Talk It Over—Dr. Douglas Wilson ... CWF
Let's Visit—Patrick Carr & Ruth Twigg ... CSF
Letter To Louise—Louise Hutchinson ... CTN
Life Begins at Forty—Robert Peterson ... KFS-TSS
Life's Like That—Fred Neher ... BM-DNB-KEL
Life With Music—Richard Drake Saunders ... SE
Life With The Rimples—Les Carroll ... NEA-DNB
Life Lines—Anne Campbell ... BM-DNB-KEL
Light On Life's Path—Roy Carley ... CF-MIL
Lightest Mexico—John Abney ... JO
Lightly Speaking—Charles M. Guthrie ... ALB
Li'l Abner—Al Capp ... UFS-BUF
Li'l Ones—Mel Lazarus ... GFC
Lippmann Column—Walter Lippmann ... LAT-TNS
Listen Americans—Dr. George S. Benson ... NEP
Little Annie Rooney—Darrell McClure ... KFS
Little Brother Hugo—Bill Perry ... CTN
Little Eve—Jolita ... GFC
Little Farmer—Kern Pederson ... APS
Little Iodine—Jimmy Hatlo ... KFS-RGB
Little Journeys to Great Homes —Louise Hubbard ... HN
Little Joe—Robert Leffingwell ... CTN
Little King—Otto Soglow ... KFS

Little Leary, A—Bill Leary ..... NNS
Little Lulu—Marge ..... CTN
Little Moments—Jerry Stewart ..... SEL
Little Old New York—Broadway—
Ed Sullivan ..... CTN
Little Orphan Annie—Harold Gray ..... CTN
Little Pedro—William de la
Torre ..... LAT-TNS
Little People, The—Walt Scott ..... NEA-DNB
Little People's Puzzle—Leo White ..... UFS
Little Sport—John Henry Rouson ..... GFC
Little Woman, The—Don Tobin .... KFS-RGB
Live Within Your Income—Mary Feeley APN
Lively Living—Reba and Bonnie
Churchill ..... NNS
Living Faith—Harold Blake Walker ..... CTN
Local Affairs Service—Monte F. Bourjally GS
Lolly—Pete Hansen ..... CTN
London Letter—Wallace Reyburn ..... TNS
Lone Ranger—Paul Newman and
Charles Flanders ..... KFS
Long On Shorts—Patrick Carr & Bill
Donley ..... CSF
Long Sam—Bob Lubbers ..... UFS-BUF
Long Shots—Fred Thomas ..... HLS
Look and Learn—A. C. Gordon ..... WLG-MS
Lookin' 'n' Listenin'—Ann Wardwell
Saunders ..... SE
Looking Ahead—Dr. George S. Benson.... NEP
Looking Back In Sports—Lenny
Hollreiser ..... CTN
Looking at Washington—Edward
H. Sims ..... EC-KEL-MS
Looking South From Washington—
Edward H. Sims ..... EC-KEL-MS
Looking Up At Life—Harold
Blake Walker ..... CTN
Louie—Harry Hanan ..... BM-MIL-KEL
Lyons Den, The—Leonard Lyons ....HLS-CWF

M

MacDivot—Mel Keefer and J. Lansky .... CTN
Magazine Notes—Patrick Carr ..... CSF
Magic Carpet Over Broadway—
Joe Kaliff ..... AMF
Mainstream of America, The—Lewis
Gannett ..... DDS
Make People Like You—Lelord Kordel .. SPE
Male Corner—Edward Lawrence ..... GFC
Male Polish—Donald Goodwin ..... GFC
Mandrake The Magician—Lee Falk and
Phil Davis ..... KFS-RGB (d)-TSS (S)
Manning Cartoons, Reg—Reg
Manning ..... MCN-CWF
Manny from Mars—Fred Treadgold ..... BPS
Map of the Stars—James Stokley ..... SCS
March of Science—Alton Blakeslee ..... APN
Mark Trail—Ed Dodd ..... HLS-CWF
Mark Trail's Outdoor Tips—Ed
Dodd ..... HLS-CWF
Martha Madison Needlework Service—
Martha Madison ..... GFC
Marmaduke—Brad Anderson and
Dorothy Leeming ..... NNS
Mary Brooks Pickens on Sewing—
Mary Brooks ..... NEA-DNB
Mary Haworth's Mail—Mary
Haworth ..... KFS
Mary McGrory—Mary McGrory,
Political Reporter ..... UFS-BUF
Mary Worth—Allen Saunders and
Ken Ernst ..... PNS-DNB-CWF
Mauldin Editorial Cartoons—Bill
Mauldin ..... PNS-DNB-CWF
Maw Green—Harold Gray ..... CTN
Maybe This Week Will Get Better—
Elmer Muffwinkle ..... CTN
McLemore Says—Henry McLemore MCN-CWF
Maybe I'll Pitch Forever—
Satchel Paige ..... DDS
Medical Memos—H. L. Herschen-
sohn, M.D. ..... LAT-TNS
Medication For Lent—Ralph W. Lowe,
D.D. ..... NEA-DNB
Men, Women and Marriage—
Ernest Havemann ..... DDS
Memo from Gramps—Ronald Anders ..... AR
Men and Decisions—
Lewis L. Strauss ..... DDS
Men At Work—Harry Lui ..... LIA
Men's Wear—The Score in Clothes—
M. H. Barnum ..... CTN
Menus—Cecily Brownstone ..... APN
Menus—Alice Peterson and Ella
Elvin ..... CTN
Menus—Mary Meade ..... CTN
Merry-Go-Round—Jerry Marcus ..... RN
"Message For Mothers"—Leon H.
Dembo, M.D. ..... SEL
Merry Mixup—Barbara Jones ..... AF
Mexican News Roundup—William
Shanahan ..... CNS
Mickey Finn—Lank Leonard ..... MCN-CWF
Mickey Mouse—Walt Disney ..... KFS
Minia Tours—Walter W. Hubbard ..... HN
Mirror of Your Mind—Joseph
Whitney ..... KFS
Mirrors of Washington—Dorothy
McCardle ..... NANA-CWF-KEL
"Miss Caroline"—The litle Girl in the
big White House—Gerald Gardner
(writer); Frank Johnson (artist) ..... AD
Miss Peach—Mell ..... PNS-DNB-MIL
Mister Breger—Dave Breger ..... KFS-RGB
Moco-Moco—Morgensen and
Cornelius ..... LAT-TNS
Modern Almanac, The—Herb Daniels ....
Modern Etiquette—Roberta Lee .... WLG-MS
Modern Maidens—Jay Alan ..... JA
Mohr About Fashion—Berta Mohr..... MOH
Money Matters—Harry Lui ..... LIA
Money Well Spent—Charles V. Neal ..... RTS
Moon Messages For You—
Cullen Moore ..... CMS
Moon Mullins—Fred Johnson ..... CTN
Mopsy Cartoon—Gladys
Parker ..... BM-DNB-KEL
Mopsy Pape—Gladys Parker .... BM-DNB-KEL
Morning Report—Abe Mellinkoff ..... CHR
More For Your Money—Lawrence Galton GMA
Morrison Golf Articles—
Alex J. Morrison ..... KFS-CP
Morty Meekle—Dick Cavalli ..... NEA-DNB
Mostly About Dogs—Tom McNalley ..... CTN
Mostly Malarky—Wally Carlson ..... CTN
Mother Hubbard's Cupboard—Louise
Hubbard ..... HN
Mother's Helper—Charlotte Heimann
and Betsy Pearson ..... PNS-DNB-MIL
Motion Picture Column—James
Meade and Dave McIntyre ..... CNS
Motion Pictures—H. W. Holzer ..... EPS
Mountain Boys, The—Paul Webb .... CF-MIL
Movies—Bosley Crowther ..... NYT
Movies, The—Clyde Gilmour ..... TNS
Mr. & Mrs.—Kin Platt ..... PNS-DNB-MIL
Mr. Abernathy—Ralston Jones and
Frank Ridgeway ..... KFS-RGB
Mr. Billopp—Francis F.
Beirne ..... MCN-CWF-FJM
Mr. Ed. U. Cation—Patrick Carr ..... CSF
Mr. Fix-It—Harold Smith..... CTN
Mr. President—Sam Patrick and
Dr. Rolf Vinmont ..... LAT
Mr. Sandman Tales—Patrick Carr & Bill
Heyduck ..... CSF
Mr. Tweedy—Ned Riddle ..... GFC
Mrs. Fitz—Frank Roberge ..... KFS
Muggeridge Column—Malcolm
Muggeridge ..... UPA
Muggs & Skeeter—Wally
Bishop ..... KFS-CP
Murder He Says—Peter Markos ..... VN
Muriel Lawrence's Column—Muriel
Lawrence ..... NEA-DNB
Murray Column—Jim Murray ..... LAT-TNS
Music Column—Paul H. Lang ..... DNB-MIL
Music For Everybody—Sigmund
Spaeth ..... GFC
Mutt & Jeff—Al Smith ..... BM-DNB-KEL
My Answer—Billy Graham ..... CTN
My Faith Today—Lewis Breyer ..... WP
My New York—Mel
Heimer ..... KFS-CP
My Thirty Years Backstairs At The White
House—Parks & Leighton ..... GFC

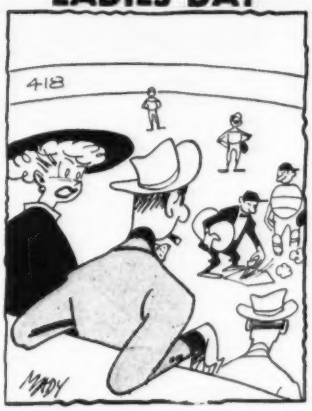
N

Nancy—Ernie Bushmiller ..... UFS-BUF
Nason on Education—Dr. Leslie
J. Nason ..... APN
National Whirligig
—Ray Tucker ..... BM-MIL-KEL
Nature Stories—Thornton W.
Burgess ..... PNS-DNB-MIL
Nature Subjects—Hugh Malliday ..... TSS
Needlecraft Pattern Features—Alice
Brooks and Laura Wheeler ..... KFS
Neighbors—George Clark ..... CTN
Nero Wolf—Rex Stout .....CF-MIL
New Apostles, The—Glenn D. Kittler .... NCW
New Products—Ed Morse ..... AP
New Products—Opal Crandall ..... CNS
New Products—Ida Fried ..... EPS
New York Cavalcade—Louis Sobol ..... KFS
New York Theatre Letter—John
Chapman ..... CTN
News Cartoons—Milt Morris ..... APN
News Dispatches—Topics of Current
Interest—Ray Cromley, Richard Kleiner,
Leon Dennen, Gaynor Maddox, Bruce
Biossat, Tom A. Cullen, Rosette Har-
grove, Ward Cannel, Harold Sheehan,
Boyd Lewis ..... NEA-DNB
News Focus—Charles Bartlett ..... PNS
News of The Week in Review—William
D. Laffler ..... UPI
News from Hollywood—Lillian
Hughes ..... EC-MS
News Report From Washington—
Wes Hayden ..... EC-MS
News Report from Washington—Edward
H. Sims ..... KEL-MS
News Tip Service—Millard and
Lewis Cope ..... GFC
Newstipper—Robert C. Kennedy .... PNS-CWF
Nip and Tuck—Fred Treadgold ..... BPS
North Callahan in New York—
North Callahan ..... AS
Notes on the News—Charles
Pearson ..... PNS-DNB-MIL
Nothing But The Truth—Russ
Arnold ..... APS
Now Hear This—Henry E. Isola ..... ISN
Now See Here—Bert Bacharach ..... KFS
Nubbin—James Burnett and
Geo. Crenshaw ..... KFS
Nut Bros., The—William Freyse .... NEA-DNB
Nuts and Jolts—Bill Holman ..... CTN

O

Occupation: Housewife—Dolly
Reitz ..... LAT-TNS
Odd but True—Patrick Carr ..... CSF

LADIES DAY



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Off The Beaten Track—Bernard Geiman.... GE
Off the Record—Ed Reed ..... RTS-KEL
Off the Record—Nathan Ziprin ..... SAF
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Office Hours—Cy Olson .... KFS
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Schilling ..... HT
Old Glory—Dick Fletcher and
Athena Robbins ..... CTN
Old Home Town—Lee
Stanley ..... KFS-CP
On Hollywood—Harold
Heffernan ..... BM-DNB-KEL-NANA
Oleg Cassini Say's—Oleg Cassini — CF-MIL
On Stage—Leonard Starr ..... CTN
On The Farm Front—
Gaylord P. Goodwin ..... UPI
On The Other Hand—William Gekle .... WFG
On The Town—Charles McHarry ..... CTN
On The House—Andrew C. Lang ..... APN
On The Line—Bob Considine ..... HHS-KFS
On Raising Children—
Patricia McCormack ..... UPI
On The Move—Guy Ryan ..... CNS
On The Right—
William F. Buckley, Jr. ..... GMA
On The Screen—Herbert G. Luft ..... JTA
On The Screen—Lillian Hughes EC-KEL-MS
On This Day—Estey I. Reed ..... SS
On World Affairs—Edgar Ansel
Mowrer ..... BM-MIL-KEL
On Your Guard—Jack Lotto ..... KFS
One Man's Opinion—Louis E. Jaeckel .... WF
One Minute Sports Quiz—
Edward H. Sims ..... EC-KEL-MS
One Up—Lew Saw ..... TSS-NNS
Only In America—Harry
Golden ..... BM-MIL-KEL
Open Season—Clyde Lamb ..... RTS-KEL
Opinionmakers Speak—
George W. Neill ..... PRO
Opportunities Unlimited—
Roberta Flemming Roesch ..... KFS
Otto Sez—Frank Nickens ..... HPS
Our Ancestors—Quincy ..... NEA-DNB
Our Bill—Harry Haenigsen .... PNS-DNB-MIL
Our Boarding House—
William Freyse ..... NEA-DNB
Our Man Hoppe—Art Hoppe ..... CHR
Our New Age—Athelstan Spilhaus
& Gene Fawcette ..... HLS-CWF
Our Parish—Peg O'Connell ..... NCW
Our Religions—Dr. Carlyle Adams.... RTS-KEL
Our Space Age—
Otto S. Binder ..... BM-MIL-KEL
Outdoor Canada—John Bennett ..... TNS
Outdoor Guideposts—Fred Luks ..... FL
Outdoorsman—Perk Angwin ..... PB
Out of the Old Cracker Barrel—
Jack Bedford ..... JB
Out of This ShoWorld—Barney Glazer .. TCN
Out Our Way—Negley Cochran ..... NEA-DNB
Over 50—So What—Hildegarde ..... DDS

P

Packsack of Gregory Clark The—
Gregory Clark ..... CWF
Palmer Method, The—Arnold Palmer .... NNS
Pamphlet Library—Helen Worth ..... HW
Panel Parcel—Today's Laugh—Rod
de Sarro, Cathy Joachim, Jeff Keate,
Reamer Keller, Tom Henderson,
Joe Zeis, Betty Swords, Frank Owen.... CTN
Panorama—David Schwartz ..... JTA
Paperback Verdicts—Patrick Carr ..... CSP
Paragraphs—Carey Williams ..... PNS-DNB
Parents Ask—From The Gesell Insti-
tute of Child Development—Frances
L. Ilg, M.D. and Louise Bates Ames,
Ph.D. ..... HLS-CWF
Parent Problems—Dr. Garry C.
Myers ..... KFS-CP
Parents' World—Dr. Eve Jones ..... BF
Paris a la Mode—Nora Martin ..... TNS
Paris Fashion Stores—Rosette
Hargrove ..... NEA-DNB
Parker Sports Column—Dan Parker ..... KFS
Pathway To Success Quizz—
Jane Sherrod ..... BPS
Patterns—Iris Lane ..... CSF-MIL
Paul Harvey News—Paul Harvey ..... GFC
Peanuts—Charles M. Schulz ..... UFS-BUF
Pedaling Profile—Henry E. Isola ..... ISN
Pee Wee—S. M. Iger ..... PF
Penny—Harry Haenigsen ..... PNS-DNB-MIL
People and Law—Martin J. Ross ..... LAW
People and Politics—Milburn
P. Akers ..... PNS-DNB-CWF
People Are Funny—Art Linkletter .... CF-MIL
Personal Health Service—Dr. William
Brady ..... NNS
Personality Sketches—Irma Coucill ..... TSS
Pet Doctor—Dr. A. W. Moller ..... APN
Pet Points—Charles McDowell, Jr. RTS-KEL
Pete The Tramp—C. D. Russell .... KFS-RGB
Petunia—Daniel Bishop, Margaret
Bracken ..... GMA
Phantom—Lee Falk and Seymour
Barry ..... KFS-RGB
"Phillips' Fillips"—
Fred H. Phillips ..... CAS
"Photo Quiz"—Robert Striar ..... AD
Photography—Bart Kinch ..... UPI
Picture of Health—Harry Lui ..... LIA
Pigskin Pointers—Jackie Parker ..... TNS
Pilot Storm—Henk Sprenger ..... DWL
Pipe Dreams—Reed ..... SNF
Plain Talk—Alfred Segal ..... SAF
Play Better Golf—Tommy Armour ..... CTN
Poems on Parenthood—
Janet Henry ..... NEA-DNB
Pogo—Walt Kelly ..... HLS-CWF
Point Of View—Donald Freeman ..... CNS
Points for Parents—Edyth Thomas
Wallace ..... RTS-KEL
Political Cartoons—Giles, Low, Vicky,
Cummings, Friell and Jak ..... MS
Political Cartoons—Low, Giles,
Lancaster ..... RTS-KEL
Politics & People (Political column)—
Thomas O'Neil ..... FJM
Polly's Pointers—Polly Cramer ..... NEA-DNB
Pony Tail—Lee Holley ..... KFS
Pops—George Wolfe ..... APS
Popular Records—William D. Laffler ..... UPI
Portraits—John C. Metcalfe PNS-DNB-CWF
"Postcard"—Stanton Delaplane ..... CHR
Potomac Fever—Fletcher Knebel .. RTS-KEL
Pottsy—Jay Irving ..... CTN
Power and Sail—Bill Robinson ..... GFC
Powerhouse (Sports)—Jimmy Powers .. CTN
Premier—Sunday Cross Word Puzzle—
Eugene Sheffer ..... KFS
Prince Valiant—Hal Foster ..... KFS-TSS
Priscilla's Pop—Al Vermeer ..... NEA-DNB
Profile—Simon Kavanaugh ..... MS
Profiles in Science—Sam Patrick
& George Getze ..... LAT-TNS
Professor Phumble—Bill Yates..... KFS
Professor Pi—V. T. Born ..... DWL
Prose, Poems and Platter—
N. W. Wood ..... WFS
Public's Opinion, The—John Kraft ..... NNS
Pull Up A Chair—Frank Jay Markey MCN-CWF
Putting My Knows to the Grindstone
—Frank Del-Witt ..... HT

Q

Question Box, The—Adrian A. Paradis .... MF
Quick Quiz—Lloyd Birmingham ..... GFC
Quick Quotes—Eugene Craig ..... DF
Quips & Clips—Kerwin Hoover ..... HTF
Quiz Hall—Wilton E. Hall ..... HPS
Quizola—Patrick Carr ..... CSF
Quotations Worth Quoting—
O. A. Battista ..... NCW
"Quote" & Unquote, humorous, capsule
book reviews—Edwin T. Grandy ..... GHF
Quotoons—Dr. O. A. Battista ..... QD

R

Racial Tides—Cullen E. McCoy ..... RT
Racing Photographs with News Captions—
Ralph Morgan ..... RMN
Radio-TV Day by Day—Cynthia Lowry .. APN
Radio—Everyday—Frances M. Knox..... PB
Radio-Television Week—Cynthia Lowry .... AP
Rainespout—Sandy Raines ..... AA
Ralph McGill Column—Ralph
McGill ..... HLS-CWF
Ramlin' Veeck—Bill Veeck ..... PNS
Raymond Moley Column—Raymond
Moley ..... BM-DNB-KEL
Read and Remember—W. L.
Gordon ..... WLG-MS
Reader's Courtroom—Will Bernard,
LL.B. ..... GFC
Real Estate—Edward Cowan ..... UPI
Recipes—Kay Raney ..... BM-DNB-KEL
Record Reflections—Julius Stern ..... AFS
Record Review—Dina Dellale..... EPS
Record Makers—Andrea Bresciani.... LAT-TNS
Record Roundup—Bob Budler ..... CNS
Red World, The—Mark Gayn ..... NNS-TSS
Reflections—Charles S. Ryckman..... KFS
Religion In The News—Jules Loh ..... APN
Religion Today—George Cornell ..... APN
Religion—Louis Cassels ..... UPI
Religious (Church) Series—J. C.
Coleman ..... CA
Religious Drawings—Jack Hamm .... APS-MCN
Report From The Confederacy—
Robert Stonedale ..... FS
Report From Europe—Arthur Vesey .... CTN
Report From Latin America—
Jules DuBois ..... CTN
Report From Washington—
Walter Trohan ..... CTN
Report on Labor—John Herling ..... NNS
Reston Column—James Reston ..... NYT
Rex Morgan, M.D.—Dr. N. P. Dallis,
Marvin Bradley and Frank
Edington ..... PNS-DNB-CWF
Rhythm Section—Ralph J. Gleason .... CHR
Ribsplitters, Odd Divorces—
John Milton Hagen ..... GHF
Richard Starnes Column—
Richard Starnes ..... UFS-BUF
Rick O'Shay—Stan Lynde ..... CTN
Riding With Russell—Frederick C.
Russell ..... RS-MIL
Rip Kirby—John Prentice and
Fred Dickenson ..... KFS-RGB
Rip Tide—Herron and Grandetti ..... CF-MIL
Ripley, The Modern Marco Polo—
Bob Considine ..... DDS
Rivets—George Sixta ..... PNS-DNB-CWF
Robert W. Chambers—Robert W.
Chambers ..... MIL
Robert C. Ruark's Column—Robert
C. Ruark ..... UFS-BUF
Robinson Sports—Murray Robinson ..... KFS
Rodney—N. Norton ..... BPS
Rogers Column—Donald Rogers PNS-DNB-MIL
Rogers Report—Warren Rogers ..... HHS
Romulus of Rome—Mike Wong and
J. P. Cahn ..... CHR
Rogers Column—Donald Rogers ..... PNS-DNB
Rosettes—Elinor K. Ross ..... EKR
Round Up of World News—
David Horowitz ..... WUP
Roy L. Smith Weekly Bible Lesson—
Dr. Roy L. Smith ..... NCR
Rural Delivery—Al Smith ..... APS
Rural Route—Walter Ball ..... TSS
Russell Editorial Cartoon—
Bruce Russell ..... LAT-TNS
Russian Web, The—Leslie Faulkner ..... WF
Ruth Millett's Column—Ruth
Millett ..... NEA-DNB
Rx for Your Golf—Dr. Cary
Middlecoff ..... NNS
Ryatts, The—Cal Alley ..... HLS-CWF
Ryskind Column—Morrie Ryskind .... LAT-TNS

S

Sales Sense—Jack Bedford ..... JB
Sally's Sallies—R. J.
Scott ..... KFS-CP
Samuel Lubell Series—public opinion—
Samuel Lubell ..... UFS-BUF
Sandy—Jim & June Unwin ..... HPS
Sarah Anne's Cooking Class—
Mrs. Hugo S. Sims Sr. ..... EC-KEL-MS
Saturday Review Book Service—
John Barkham ..... SAT
Saturday Review Music Service—
Irving Kolodin ..... SAT
Say It Straight!—
Victor Lasky— ..... NANA-CWF-KEL
Scamp—Walt Disney ..... KFS-TSS
Science—Mary Jane Bergen ..... EPS
Science and Medicine—Bryant Evans .... CNS
Science and You—Joseph L. Myler ..... UPI
Science Articles—Thomas R.
Henry ..... NANA-KEL
Science at Work—John Barbour ..... APN
Science Feature—Leonard Bertin ..... TSS
Science Forecast—Watson Davis ..... SCS
Science News—Bryant Evans ..... CNS
Science of Dreams, The—Edwin Diamond DDS
Science For You—Bob Brown ..... GFC
Science Newsfeatures—Alton Blakeslee,
John Barbour and Frank Carey..... APN
Science Notebook—Dr. Dan Q. Posin
Science Photographs—Fremont Davis .... SCS
Science Today—James A. Coleman ..... ALB
Science Today—Delos Smith ..... UPI
Scoreboard, The—Harry Grayson .... NEA-DNB
Scott's Scrapbook—
R. J. Scott ..... KFS-CP
Secret Agent X-9—Bob Lewis ..... KFS-TSS
Secrets of Charm—John Robert
Powers ..... NNS
Security For You & Veterans Guide—
Martin E. Segal ..... APN
Seams To Me—Patricia Scott ..... PNS-DNB
Secret Agent X9—Bob Lewis ..... KFS
Selling Secrets—Jack Bedford ..... JB
Serialization of Books of Current Interest—
Kurt Singer ..... BPS
Senator Caucus—Wyma ..... GFC
Senator Soaper Says—
Bill Vaughan ..... BM-DNB-KEL-NANA
Senior Forum—Paul Hightower ..... GFC
Senior View, The—Sam Siciliano ..... SAS
Sentence Sermonettes—Bible Thought
For Today—Rev. James DeForest
Murch, D.D. ..... PRB
Seventeen—Lansky ..... CTN
Sew Simple—Eunice Farmer ..... RTS
Sewing—Barbara Slade ..... DHJ
Shape Up—Ed Allen ..... NNS
Sharing Our Treasure—Rev. John A.
O'Brien ..... NCW
Sheinwold On Bridge—Alfred
Sheinwold ..... GFC
Shoemaker Editorial Cartoons—
Vaughn Shoemaker ..... PNS-DNB-MIL
Shopping Around—Rolfe ..... NEA-DNB
Shopping for Him—Men's Fashions—
Helen Hennessey ..... NEA-DNB
Short Ribs—Frank O'Neal ..... NEA-DNB
"Short Short Stories"—Art Gates ..... GF
Short Stories!—Frank Del-Witt ..... HT
Short Stories, Broadwayfarer About Stage—
Jerome Lee ..... JRL
Show Beat—Erskine Johnson ..... NEA-DNB
Show Biz—color cartoon—
Flash Fairfield ..... NEA-DNB
Shows To Watch—(Television)—
Hal Humphrey ..... LAT-TNS
Side Glances—Gill Fox ..... NEA-DNB
Sincerely—Edan Wright ..... GFC
Sir Baghy—Rick & Bill
Hackney ..... BM-MIL-KEL
60 Second Sermons—Fred Dodge ..... MM
Skate Shavings—Henry E. Isola ..... ISN
Sketches—Ben Burroughs ..... GFC
Skillet Club for Men, The—
Frank Kohler ..... GFC
Skil-Word—Robert Pearsall ..... GFC
Skipper Windward—P. J. Kuhn ..... DWL
Skipper Tips—Stan Davies ..... TSS-NNS
Skylines—Ward Morehouse ....NANA-CWF-KEL
Small Fry Diary—N. E. Coan ..... NEC
Small Talk—Syms (Samuel B.
Gornbein) ..... LAT-TNS
"Small World"—Lou Grant ..... AD
Small Worlds Around Us—
Lynn M. Watkins ..... RTS-KEL
Smart Set, The—Cholly
Knickerbocker ..... KFS
Smidgens—Robert Cordray ..... NNS
Smile A'Mile—Patrick Carr ..... CSF
Smilin' Jack—Zack Mosley ..... CTN
Smith Family, The—Mr. and Mrs.
George Smith ..... GMA
Smitty—Walter Berndt ..... CTN
Smokey Stover—Bill Holman ..... CTN
Smooth Sailing Ahead—Com. Fraser-
Harris RCN ..... NNS
Soccer Shots—Milt Miller ..... SA
Socialites and Celebrities—
Bernard O'Brien ..... BOB
Society in Florida—Bernard O'Brien .... BOB
Solunar Tables—John Alden
Knight ..... RTS-KEL
Solve-A-Crime—A. C. Gordon ..... WLG-MS
Sonny South—Al Courtson ..... APS
Soviet Union Speaks—Gherman Maltsev PRO
Space Age Report—Frank Macomber .... CNS
Space I. Q.—William Weiser..... CF-MIL
Sparks—Willis Forbes ..... LAT-TNS
Sparks of Wisdom—Cedric Simms.... WLG-MS
Speaking of Boats—Ken Whitteker ..... BOP
Speaking of Your Health—
Lester Coleman ..... RGB-CP-KFS
Speaking of Manners—Patricia Lewis.... KFS
Speaking of Pets—H. H. Miller ..... GFC
Special Analyses—Muriel Stafford..... HAF
Special Editorials (Birthdays,
Anniversaries, etc.)—
Edward H. Sims ..... EC-KEL-MS
Special Article (Reports from Washington
& Europe)—Edward H. Sims ..... EC-MS
Spooky—Bill Holman ..... CTN
Sport Columns—Joe Williams UFS-BUF-NANA
Sport Column—Ted Williams .... BM-MIL-KEL
Sports Patrol—Steve Snider ..... UPI
Sport Scene—Lee James ..... JL
Sportsman's Digest—Hal Sharp ..... GFC
Sports Before Your Eyes—
Harry S. Donen ..... DHS
Sports Cars Speed—Judd Burrow..... EE
Sports Cartoon—Tom Paprocki ..... APN
Sports Cartoon—Murray
Olderman ..... NEA-DNB
Sports Cartoons—
Alan Mayer ..... KFS-CP
Sports Column—Gene Gregston ..... CNS
Sports Column—Jack Murphy ..... CNS
Sports Column—Milton Gross .... NANA-KEL
Sports Highlights—Henry E. Isola ..... ISN
Sports Newsfeatures—Henry E. Isola..... ISN
Sports Illustrations—Murray
Olderman ..... NEA-DNB
Sports on Stamps—Milt Miller ..... SA
Sports Postpaid—Milt Miller ..... JL
Sports Puzzler—Chuck Reichblum ..... CR
Sports Sputterings—Walter L. Johns.... KFS
Sports Stories—Harry Grayson, Murray
Olderman, Bill McCormick ..... NEA-DNB
Sports Today—Jimmy Cannon ..... KFS
Spotlight on Books—Charles Lee CL
Spotlight on Business—
Morris Katz ..... PNS-CWF
Spotlight On Education—
Dr. Benjamin Fine ..... NANA-KEL
Squirrel Cage—Douglas S.
Welch ..... KFS-TSS
Stamp Corner—James Montagnea..... TSS
Stamps in the News—Syd Kronish ..... APN
Stamp News—Ernest Kehr ..... PNS-MIL
Stamp News—Ronald Anders ..... AB
Standard Bridge—M. Harrison-Gray ..... MS
Star Gazer—Clay Pollen ..... BM-DNB-KEL
Stars and Lovers (Questions & Answers)—
Cullen Moore ..... CMS
Stars & Strikes—Jack Moran ..... PHF
Stay Alive Longer—Lelord Kordel ..... SPE
Stees Sees—John Stees ..... UFS-BUF
Steve Canyon—Milton
Caniff ..... KFS-PNS-CWF
Steve Roper—Wm. Overgard and
Allen Saunders ..... PNS-CWF
Still Life—Jerry Robinson ..... CTN
Stoker The Broker—Henry Botinoff.... CF-MIL
Stop Killing Yourself—
Dr. Peter J. Steincroh F.A.C.P.
BM-DNB-KEL
Stories About Stamps—Doug Patrick..... RGB
Strange As It Seems—Elsie Hix..... UFS-BUF
Strange World of Mr. Mum, The —....
Irving Phillips ..... HLS-CWF
Strength For Today—Dr. Earl L.
Douglass ..... CF-MIL
Strictly Business—
Dale McFeatters ..... PNS-CWF

Strictly Personal—
Sydney J. Harris ..... PNS-CWF
Strictly Richter—Micha Richter .... KFS-RGB
Strikes & Spares—Joe Wilman ..... NNS
Styles—Jean Wilson ..... APN
Suburbia—Al Smith ..... APS
Suburbia's Coddled Kids—Peter Wyden
Successful Investing—
Roger E. Spear ..... GFC
Sue Burnett Dress Pattern—
Sue Burnett ..... NEA-DNB
Suit Yourself—Harold Sheehan .... NEA-DNB
Sugar and Spice—Bill Smiley ..... TNS
Sugar and Spice—Elinor K. Rose ..... AP
Sulzberger Column—C. L. Sulzberger .... NYT
Sum and Substance—Rev. John B. Sheerin, C. S. P. ..... NCW
Sunday School Lesson—
Dr. Earl L. Douglass ..... CF-MIL
Sunday's Sermon—Rev. Robert H. Harper ..... CSF-MIL
Suzy—Suzy ..... KFS
Superman—Wayne Boring ..... BM-MIL-KEL
Sweetie Pie—Nadine Seltzer ..... NEA-DNB

T

Taffy's Tips—Dolly Martin .....PNS-MIL
Take it from Kathy—Kathy Peterson ..... NEA-DNB
Tales from the Great Book—
John Lehti ..... PNS-CWF
Tall Tales—Allan Jaffee ..... PNS-MIL
Tarzan—Edgar Rice Burroughs ..... UFS-BUF
Tasty Tales—Charles Rehns ..... CH
Teen-Age Canada—Jack Hutton ..... TNS
Teen-Age Chatter—Adrian A. Paradis .... MF
Teen Age Mail—Dorothy Ricker .... RTS-KEL
Teen Scene—Molly Potkin ..... CJC
Teen Topics—Harry Lui ..... LIA
Teena—Hilda Terry ..... KFS
Teenagers Say—Lester Rand ..... YRI
Teenie Weenies—William Donahey ..... CTN
Television in Review—Rick DuBrow ..... UPI
Television Week—Cynthia Lowry ..... APN
Tell Me Why—A. Leokum ..... GMA
Tell Me Your Dream—Stephen Norris .... AE
Telltale Behavior—
Dr. John R. Martin, Psychologist ..... RN
Tenpin Tips—Frank Clause ..... GFC
Terry & The Pirates—George Wunder .... CTN
Terse-Verse—A. C. Gordon ..... WLG-MS
Test Your Horse Sense—
Dr. George W. Crane ..... CTN
That Estate of Yours—David A. Barton TSS
That's For Sure—Charles G. Griffo ..... TPI
The Battle and The Breeze—
Celestine Sibley ..... WNS
The Best in Paperbacks—
Muriel Sullivan ..... PHF
The Big Story—Harry Wilson Sharpe .... UPI
The Boom In Golf, Football & Baseball—Al Ross ..... JRL
The Byrds—Joe Appalucci ..... GMA
The Credo of a Conservative—
Ezra Taft Benson ..... DDS
The Daily Investor—William A. Doyle ..... UFS-BUF
The Doctor Says—Medical Column—
Wayne G. Brandstadt, M.D. ..... NEA-DNB
The Door To The Future—Jess Stearn DDS
The Fat Boy Goes Polyunsaturated—
Elmer Wheeler ..... DDS
The Lighter Side—Dick West ..... UPI
The Modern Family Guide to Education—
Dr. Benjamin Fine ..... DDS
The Man Behind The News—
Larston D. Farrar ..... FNF
The New England Scene—Cal Cameron CC
The Once Over—H. I. Phillips BM-DNB-KEL
The Power of Faith—Woodi Ishmael .... APN
The Record Shop—Dick Kleiner .... NEA-DNB
The Red World—Mark Gayn ..... TSS
The Reds—What Now?—Louis Francis Budenz ..... NCW
The Rhythm Section—Ralph J. Gleason ..... CHR
The Space Frontier—
James V. Johnson ..... SNF
The Shepard—Julian C. Hyer ..... CF-MIL
"The Shrewd Nude" & other Light Verse—John Milton Hagen ..... GHF
The Skies Today—Bailey R. Frank ..... BRF
The Stars This Week—Doris Gray ..... AA
The Washington Angle—David Burnett ..... NANA-KEL
The Week In Liturgy—
Rev. Robert W. Hovda ..... NCW
The Well Child—Wayne G. Brandstadt M.D. ..... NEA-DNB
The Whole Truth and Nothing But—
Hedda Hopper with James Brough .... DDS
The World Around Me—Betty Campbell BC
Theater Letter—Walter F. Kerr .... PNS-MIL
Theatre—William Glover ..... APN
Theatre—Howard Taubman ..... NYT
Thelma—Thelma Masten ..... APS
Then—Now—Roy L. Fox ..... CTN
There Oughta Be A Law—Al Fagaly and Harry Shorten ..... BM-MIL-KEL
These Days—John Chamberlain ..... KFS
These Rights Are Yours—
Porter B. Williams ..... TPI
These Women—Gregory d'Alessio .... PNS-CWF
They'll Do It Everytime—
Jimmy Hatlo ..... KFS-RGB
Thimble Theatre Starring Popeye—
Bud Sagendorf ..... KFS-RGB(d)-TSS(s)
This Business of Writing—Larston D. Farrar .....FNF
This Day in Sports—Lenny Hollreiser ..... CTN
This is Hollywood—Joe Hyans ..... PNS-MIL
This Is My Thought—Larston D. Farrar ..... FNF
This is Sport?—Court Alderson .... APS-CRT
This is Their Life—Patrick Carr ..... CSF
This Week in Business and Finance —Jack Lefler ..... AP
This Wild West—Lucius Beebe ..... CHR
This World of Ours—Richard F. Pattee ..... NCW
Thorn McBride—Kenneth Simms & Melvin Keefer ..... UFS
Those Darn Decisions—LAL .....SNF
Those Were The Days—Art Beeman ..... APS
Three Minutes A Day—James Keller ..... MCN-CWF
Three Meals A Day—Louise Moore ..... TNS
Thrifty Nifty—Helen Robertson and Mary Dunn ..... GFC
Through the Looking Glass—
Helen Abel ..... CNS
Ticker Toons—Jud Hurd ..... UFS-BUF
Tide Data—Bailey R. Frank ..... BRF
Tim Tyler's Luck—Lyman Young, Robert Young, Tom Massey ..... KFS-RGB
Time Out—Jeff Keate ..... PNS-CWF
Tin Pan Alley-cats—Sterling Sherwin (ASCAP) ..... GHF
Tippie—Edwina ..... GMA
Tip-A-Day—Jack Nicklaus ..... HLS
Tips for Teens—Elinor Williams ..... MCN-CWF
Tizzy—Kate Osann ..... NEA-DNB
To The King's Taste—Hoyt Alden ..... GMA
To The Point—Russell Kirk ..... GFC
To Your Good Health—
Dr. Joseph G. Molner ..... PNS-DNB-CWF
Tobe On Fashion—Tobe ..... PNS-MIL
Today—Louis E. Jaeckel and Mary S. Jaeckel ..... WP
Today's Business Mirror—Sam Dawson .... AP
Today's Chuckle—Thomas Collins ..... GFC
Today's Education—Dr. Robert E. Wilson ..... CF-MIL
Today's Children—Grace Langdon and Irving W. Stout ..... KFS-TSS
Today's Etiquette—Louise Davis ..... HLS
Today's Home—Joyce Schuller ..... UPI
Today's Index—Dick Peeples .....AF
Today's Living—Mimi Rockafeller .... CF-MIL
Today's Message—Robert Pearsall ..... GFC
Today's Recipe—Philomena Corradeno ..... PHI
Today's Science—Prof. George A. Boyd ..... WP
Today's Sports Parade—Oscar Fraley .... UPI
Today's Talk—George Matthew Adams ..... GMA
Today's Women—Joy Miller ..... APN
Tom Trick—Dale Goss ..... NEA-DNB
Tomorrow's Bridge-Today—
Michael Seamon ..... RTS-KEL
Top Records of Week—Eugene Gilbert.... APN
Topic of The Day—David Bendrone .... WUP
Touching Home—Joanna Barnes ..... CTN
Trade Winds—Lou Schneider ....BM-DNB-KEL
Travel—Margaret Williams ..... EPS
Travel Column—Richard Joseph ..... CTN
Traveler, The—Jerry Lee .....JRL
Traveling Light—The Sloanes & Jim Weakley ..... GFC
Treasury of Classic Tales—
Walt Disney ..... KFS-TSS
Trixie the Trader—Dick Ericson ..... SP
Trudy—Jerry Marcus ..... KFS
True Life Adventures—
Walt Disney ..... KFS-TSS
True Tales of Science and History—
Ruth Twigg ..... CSF
True Treasures Tales—Patrick Carr ..... CSF
Truth for Today: Let's Ask The Bible—A. G. Van Campen ..... GS
Try and Stop Me—
Bennett Cerf ..... KFS-CP
Turning Point—Max Christensen ..... CS
TV Candids—Terrance O'Flaherty ..... CHR
TV From A Woman's Viewpoint—
Marcia Michels ..... AMF
TV Front, The—Richard K. Doan PNS-DNB
TV Interviews—Rona Barrett BM-MIL-KEL
TV Key Features, Mailbag, Previews—
Stephen H. Scheuer ..... KFS
TV Laffs—Cliff Rogerson ..... BM-MIL-KEL
TV Movies of the Week—
Frances M. Knox ..... PB
TV Micro Funnies—Geo. Lemont .. NEA-DNB
TV—Off Camera—Fred Danzig ..... UPI
TV Package—Richard K. Doan, Alan Gill PNS
TV Personalities—Don Royal ..... NEA-DNB
TV-Radio—Jack Gaver ..... UPI
TV-Radio—Jack Gould ..... NYT
TV & Radio Reviews—Ruth Del Monte .... JRL
TV-Radio Review—Larry Wolters ..... CTN
TV-Radio Today—Alan Gill ..... PNS-MIL
TV Starscramble—Leo White BM-MIL-CF-KEL
TV Tee-Hees—Henry Scarpelli ..... GFC
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Hartman, Eltheiberta—Farm Wife's Window ..... FWW
Harvey, Paul—Paul Harvey News ..... GFC
Hasen, Irwin and Gus Edson—Dondi ..... CTN
Hatlo, Jimmy—Little Iodine ..... KFS-RGB
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Haupt, Enid A.—Young Living ..... HLS-CWF
Havemann, Ernest—Men, Women and Marriage ..... DDS
Haworth, Mary—Mary Haworth's Mail ..... KFS-TSS
Hayden, Jay—Jay Hayden Column ..... NANA-KEL-CWF
Hayden, Wes—News Report from Washington ..... EC-MS
Hazard, John W. and Lew G. Colt of The Kiplinger Washington Editors—Investing For The Years Ahead ..... DDS
Heffernan, Harold—On Hollywood ..... BM-DNB-KEL-NANA
Heggtveit, Anne—Enjoy Skiing ..... TNS
Heilman, Dan and Dr. N. P. Dallis—Judge Parker ..... PNS-CWF
Heimann, Charlotte and Betsy Pearson—Mother's Helper ..... PNS-MIL
Heimer, Mel—My New York ..... KFS-CP
Helle, Ray—The Flibbertys ..... CTN
Henderson, Tom; Rod de Sarro; Cathy Joachim; Jeff Keate; Jefferson Machamer; Reamer Keller; Frank Owen; Joe Zeis; Betty Swords—Panel Parcel-Today's Laugh ..... CTN
Hendrix, W. H.—You and Your Animals ..... CTN
Hennessy, Helen; Rosette Hargrove; Alicia Hart; Kay Sherwood; Gaynor Maddox; Ruth Millet; Mrs. Muriel Lowrence—Women's Page Features ..... NEA-DNB
Hennessy, Helen; Rosette Hargrove—Fashion Stories ..... NEA-DNB
Hennessy, Helen—Clothes Poll ..... NEA-DND
Henrikson, Arthur A.—Weekly Political cartoon for State of Illinois only ..... HEN
Henry, Janet—Poems on Parenthood NEA-DNB
Henry, Thomas R.—Science Articles ..... NANA-KEL
Henry, Will—Ching Chow ..... CTN
Herling, John—Report on Labor ..... NNS
Herron and Grandenetti—Rip Tide .... CF-MIL
Herron and Norstrand—Bat Masterson ..... CF-MIL
Herschensohn, M.D., H. L.—Medical Memos ..... LAT-TNS
Hess, Erwin L.—The Good Old Days ..... UFS-BUF
Hess, Erwin L.—Good Old Days & Antique Fair ..... UFS
Hesse, Don—Don Hesse Cartoons ..... MCN-CWF
Heyduck, Bill & Patrick Carr—Mr. Sandman Tales ..... CSF
Higgins, Msgr. George G.—The Yardstick ..... NCW
Hightower, Paul—Senior Forum ..... GFC
Hildegarde—Over 50—So What ..... DDS
Hillyer, Elizabeth—Designing Woman .... NNS
Hillyer, Elizabeth—Designing Woman Weekender ..... NNS
Hines, P. T.—Fortune Finder ..... KFS-RGB
Hitchcock, Henrietta—Cats and Their Care ..... CF-MIL
Hix, Elsie—Strange As It Seems.... UFS-BUF
Hoenig, Richard H.—Weekly Bonds and New Financing ..... AP
Hoff, Syd—Laugh It Off ..... KFS
Hoffman, Peter—Jeff Cobb ..... GFC
Hoffman, Pete and Bob Morgan—Why We Say ..... GFC
Hogan, William—Book Reviews ..... CHE
Holber, Hans—Broadway Beat ..... EPS
Holland, Daniel; Joseph Parrish—Editorial Cartoons ..... CTN
Holley, Lee—Ponytail ..... KFS
Hollreiser, Lenny—Looking Back In Sports ..... CTN
Hollreiser, Lenny—This Day in Sports CTN
Holm, John—Woody's World ..... NNS
Holman, Bill—Nuts & Jolts ..... CTN
Holman, Bill—Smokey Stover ..... CTN
Holman, Bill—Spooky ..... CTN
Holmes, Alexander—Alexander Holmes ..... MCN-CWF
Holzer, H. W.—Motion Pictures ..... EPS
Hope, Bob—I Owe Russia $1,200 ..... DDS
Hoover, Kerwin—Grass Roots Clippings HTF
Hoover, Kerwin—Quips & Clips ..... HTF
Hoppe, Art—Our Man Hoppe ..... CHE
Hopper, Hedda with James Brough—The Whole Truth and Nothing But ..... DDS
Hopper, Hedda—Hollywood ..... CTN
Horowitz, David—Films, Music, Theatre WUP
Horowitz, David—Behind The Scenes At The United Nations ..... WUP
Horowitz, David—Round Up of World News ..... WUP
Hostler, Dr. Phyllis—Do's and Don'ts for Mothers ..... CF-MIL
Hovda, Rev. Robert W.—The Week in Liturgy ..... NCW
Howard, Charles P. Sr.—U.N. Features .. HNS
Howe, Quincy—Atlas Foreign News Service ..... BM-KEL
Hubbard, Louise—Little Journeys to Great Homes ..... HN
Hubbard, Louise—Mother Hubbard's Cupboard ..... HN
Hubbard, Walter W.—Minia Tours ..... HN
Hughes, Alice—Woman's New York KFS-TSS
Hughes, Lillian—News From Hollywood ..... EC-MS
Hughes, Lillian—On the Screen ..... EC-MS
Hughes, Langston—Langston Hughes Column ..... VIP
Hughes, Lillian—Washington Notes .... EC-MS
Hughes, Lillian—Who Knows? The Answers ..... EC-MS
Humphrey, Hal—Shows To Watch (Television) ..... LAT-TNS
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Humphrey, Sylvia Windle—Chef, The ..... BM-DNB-KEL
Hunter, J. A. H.—Figuret-Fun with Figures ..... WHE
Hunter, Lois and Jim—The Family Purse ..... GFC
Hurd, Jud—Ticker Toons ..... UFS-BUF
Hurb, Larry and Jim Whiting—Ad Libs ..... GFC
Huss, Pierre J.—United Nations Column ..... HHS-KFS
Hutchens, John and Maurice Dobler—Books and Things ..... PNS-MIL
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Hutchinson, Louise—Letters To Louise.... CTN
Hutton, Jack—Teen-Age Canada ..... TNS
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Iger, Jerry—Bobby ..... PF
Iger, S. M.—Pee Wee ..... PF
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Ilg, M.D., Frances L. and Louise Bates Ames, Ph.D.—Parents Ask (From the Gesell Institute of Child Development) ..... HLS-CWF
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Irving, Jay—Pottsy ..... CTN
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Isabel—Here's Mom ..... CTN
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Isola, Henry E.—Bike Bits ..... ISN
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Jacoby, Oswald—Bridge Column .... NEA-DNB
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Jaeckel, Louis E.—Washington Today ..... WP
Jaeckel, Louis E.; Mary S. Jaeckel—Today ..... WP
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Johnson, Erskine—Show Beat ..... NEA-DNB
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Johnson, Frank (artists); Gerald Gardner (writer)—"Miss Caroline"—The little Girl in the big White House .... AD
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Johnson, James V.—The Space Frontier .. SNF
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Jones, Barbara—Merry Mixup ..... AF
Jones, Carroll H.—Watch Your English ..... RTS-KEL
Jones, Dr. Eve—Parent's World ..... BF
Jones, Harry and Fred Reinert—Baseball's Immortal Madcaps ..... AF
Jones, Jenkin Lloyd—An Editor's Viewpoint ..... GFC
Jones, Ralston and Frank Ridgeway—Mr. Abernathy ..... KFS
Jones, N. Speer; Alfred Buescher—Weekly Sunday School Lesson and Bible Strip ..... KFS-CP
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Kain, Ida Jean—Keep In Trim ..... KFS-TSS
Kaliff, Joe—DIScussion ..... AMF
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Kaltenborn, H. V.—Kaltenborn Edits the News ..... GFC
Katz, M.D., Beatrice—For Peace and Health ..... BPF
Katz, Morris—Spotlight on Business ..... PNS-CWF
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Churchill, Reba and Bonnie—Lively Living ..... NNS
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Clark, Doris—Dear Doris ..... TNS
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Coleman, Lester—Speaking of Your Health ..... RGB-CP-KFS
Collier, Thomas S.—Between Covers ..... WP
Collins, Kreigh—Kevin The Bold ..... NEA-DNB
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Condon, Dave—In the Wake of the News ..... CTN
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Fraser-Harris, Com. RCN.—Smooth Sailing Ahead ..... NNS
Freeley, Austin J., Robert B. Carver, Peter Zaccardelli—Twisters ..... AF
Freedman, Max—In Perspective ..... PNS
Freeman, Donald—Point of View ..... CNS
Freeman, Grace B.—At Our House ..... KFS
Frey, Richard and Howard Schenken—Winning Contract ..... BM-DNB-KEL
Freyse, William—Our Boarding House ..... NEA-DNB
Freyse, William—The Nut Bros. ..... NEA-DNB
Fried, Ida—Features ..... EPS
Fried, Ida—Home ..... EPS
Fried, Ida—New Products ..... EPS
Friedman, Milton—Capital Spotlight ..... JTA
Frieil, Cummings, Low, Giles, Vicky & Jak—Political Cartoons ..... MS
Frye, William R.—The World in Focus ..... WRF

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Galen, Dr. Levi—"Doctor Meets Patient" ..... CHR
Gallagher, D. B.—Its Your Money ..... GFC
Gallup, Dr. George H.—Public Opinion News Service (Gallup Poll) ..... PNS-CWF
Galton, Lawrence—More For Your Money ..... GMA
Gannett, Lewis—The Mainstream of America ..... DDS
Gantz, David—Dudley D. ..... PNS-MIL
Gardner, Gerald (writer); Frank Johnson (artist)—"Miss Caroline"—The little Girl in the big White House ..... AD
Gardner, David C.—It Seems To Me .. GA-DF
Gardner, Hy—Hy Gardner Calling.... PNS-MIL
Garrison, Omar and Sam Patrick—Children of the Bible ..... LAT-TNS
Garrison, Omar and Sam Patrick—Jesus Loved Them ..... LAT-TNS
Gates, Art—"Short Short Stories" ..... GF
Gaver, Jack—Broadway ..... UPI
Gaver, Jack—TV-Radio ..... UPI
Gay, Doris—The Stars This Week ..... AA
Gayn, Mark—Red World, The ..... NNS-TSS
Gekle—On The Other Hand ..... WFG
Geldof, W.—Know How! ..... DWL
Gelman, Bernard—Off The Beaten Track GE
Genauer, Emily—Art Column ..... PNS-MIL
Gerard, Dave—Will-Yum ..... NNS
Getterman—Ginger ..... UFS-BUF
Getze, George, Sam Patrick—Profiles In Science ..... LAT-TNS
Ghilchik—O. Johnny ..... SNF
Gibson, Gwen—D. C. Wash. ..... CTN
Gibson, Mildred—Beauty In Orbit ..... NNS
Gilbert, Eugene—What Young People Think ..... APN
Gilbert, Eugene—Top Records of Week ..... APN
Gilbert, Paul H.—Daffynitions ..... GFC
Giles; Lancaster; Low—Political Cartoons ..... RTS-KEL
Giles, Cummings, Low, Vicky, Friell & Jak—Political Cartoons ..... MS
Gill, Alan & Richard K. Doan—TV Package ..... PNS-MIL
Gill, Alan—TV-Radio Today ..... PNS-MIL
Gilmour, Clyde—Movies, The ..... TNS
Gittelson, Natalie—A World of Style .... GFC
Glazer, Barney—Barney Glazer From Hollywood ..... TCN
Glazer, Barney—Glazed Bits ..... TCN
Glazer, Barney—Hi Fi Equipment ..... TCN
Glazer, Barney—Las Vegas Limelight .... TCN
Glazer, Barney—Hi Fi Whirled ..... TCN
Glazer, Barney—Out of this Sho World ..... TCN
Gleason, Ralph J.—The Rhythm Section CHR
Glover, William—Theatre ..... APN
Gode, Dr. Alexander—Of Words and Things ..... SCS
Godwin, Gaylord P.—On the Farm Front ..... UPI
Gohmann, Fred—Cricket at Home ..... CTN
Golden, Harry—Only In America ..... BM-MIL-KEL
Goldberg, Rube—Rube Goldberg Cartoons ..... KFS
Goldwater, Sen. Barry—How do you Stand Sir? ..... LAT-TNS
Goodman, Dr. David—What's Best For Your Child ..... BM-DNB-KEL
Goodwin, Donald—Male Polish ..... GFC
Gordon, A. C.—Crossword Puzzle ..... WLG-MS
Gordon, A. C.—Look and Learn ..... WLG-MS
Gordon, A. C.—Solve-A-Crime ..... WLG-MS
Gordon, A. C.—Terse-Verse ..... WLG-MS
Gordon, C. A.—Crossword Puzzle ..... TNS
Gordon, W. L.—Lesson in English .... WLG-MS
Gordon, W. L.—Read and Remember WLG-MS
Goren, Charles—Bridge ..... CTN
Gornbein, Sam B.—Small Talk .... LAT-TNS
Goss, Dale—Tom Trick ..... NEA-DNB
Gould, Chester—Dick Tracy ..... CTN
Gould, Jack—TV-Radio ..... NYT
Gould, Leslie—Behind the News in Business ..... KFS
Graf, Rev. Charles Howard—A Minister's Casebook ..... GHS
Graham, Billy—My Answer ..... CTN
Graham, Frank—Frank Graham Sports....KFS
Graham, Frank—Your Money (coins) .... CNS
Graham, Frank—Keeping Posted ..... CNS
Graham, Sheilah—Hollywood Today ..... BM-DNB-KEL-NANA
Graham, Walt and W. G. Hargis Jane Arden ..... RTS-KEL
Grandenetti and Herron—Rip Tide.... CF-MIL
Grandy, Edwin T.—"Quote" & Unquote GHF
Grant, Charles—Uncle Charley's "Epigrms" ..... APS
Grant, Lou—Editorial Cartoons ..... AD
Grant, Lou—"Small World" ..... AD
Gray, Harold—Little Orphan Annie ..... CTN
Gray, Harold—Maw Green ..... CTN
Gray, Ken—What's Your Name?.....TSS-NNS
Gray, Ken—You Said It ..... NNS-TSS
Gray, M. Harrison—Standard Bridge .... MS
Grayson, Harry; Murray Olderman—Football Series ..... NEA-DNB
Grayson, Harry—The Scoreboard .... NEA-DNB
Gregson, Gene—Sports Vista ..... CNS
Greene-Fletcher-Kavanagh—Bringing Up Father ..... KFS
Gregg, Don & Bill Zaboly—US Boys .... SEL
Greenwood, Nat—Belvedere ..... AD
Griffo, Charles G.—That's For Sure ..... TPI
Gross, Ben—TV-Radio ..... CTN
Gross, Milton—Sports Column .... NANA-KEL
Grubert, Carl—The Berrys ..... PNS-CWF
Grunewald, George—In The News .... CF-MIL
Guest, Edgar A.—Edgar A. Guest (Poetry) ..... GMA
Guthrie, Charles M.—Lightly Speaking ....ALB

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Hackney, Rick & Bill—Sir Bagby ..... BM-MIL-KEL
Haenigsen, Harry—Our Bill ..... PNS-MIL
Haenigsen, Harry—Penny ..... PNS-MIL
Hagen, John Milton—Chucklets ..... ETG
Hagen, John Milton—Ribsplitters, Odd Divorces ..... GHF
Hagen, John Milton—"The Shrewd Nude" & Other Light Verse. ..... GHF
Hale, Helen—Family Pot Luck .... CSF-MIL
Hall, A. Neely—Craft Patterns ..... CRA
Hall, Gordon Langley—Half-Marked .... GHS
Hall, Marjorie—For Grandmothers Only ..... GHS
Hall, Marjorie—The Gypsy Condesa's Horoscope ..... GHS
Hall, Paul—Good Books ..... GHS
Hall, Wilton E.—Quiz Hall ..... HPS
Halliday, Hugh—Nature Subjects ..... TSS
Hamilton, Anita—Beauty Secrets of the Stars ..... HLW
Hamlin, V. T.—Alley Oop ..... NEA-DNB
Hamm, Jack—Religious Drawings.... APS-MCN
Hanan, Harry—Louie .....BM-MIL-KEL
Hanna, Barbera Productions—Yogi Bear ..... MCN-CWF
Hanna, Barbera Productions—The Flintstones ..... MCN-CWF
Handie, Osa—Here's How ..... MOH
Hansen, Pete—Lolly ..... CTN
Hardester, Ralf—TV Today and Tomorrow ..... EC-MS
Hargis, W. G. Walt Graham—Jane Arden ..... RTS-KEL
Hargrove, Rosette and Helen Hennessy—Fashion Stories ..... NEA-DNB
Hargrove, Rosette; Richard Kleiner; Tom A. Cullen; Leon Dennen; Harold Sheehan; Boyd Lewis; Gaynor Maddox; Bruce Biossat; Ward Cannel; Ray Cromley—Background Stories ..... NEA-DNB
Hargrove, Rosette; Gaynor Maddox; Harold Sheehan; Ray Cromley; Richard Kleiner; Leon Dennen; Bruce Biossat; Tom A. Cullen; Ward Cannel; Boyd Lewis—News Dispatches on Topics of Current interest ..... NEA-DNB
Hargrove, Rosette—Paris Fashion Stores ..... NEA-DNB
Hargrove, Rosette; Helen Hennessy; Alicia Hart, Kay Sherwood; Gaynor Maddox; Ruth Millett; Mrs. Muriel Lawrence; Aileen Snoddy—Women's Page Features ..... NEA-DNB
Harper, Howard V.—Days and Customs of All Faiths ..... GFC
Harper, Rev. Robert—Sunday's Sermon ..... CSF-MIL
Harrington, Lyn and Richard—Know Your Canada ..... MIL
Harris, Ed—Down on The Farm ..... FOR
Harris, Sydney J.—Strictly Personal ..... PNS-CWF
Hart, Alicia—Beauty Briefs ..... NEA-DNB
Hart, Alicia—Beauty Column ..... NEA-DNB
Hart, Alicia; Kay Sherwood; Rosette Hargrove; Helen Hennessy; Gaynor Maddox; Ruth Millett; Mrs. Muriel Lawrence; Aileen Snoddy — Women's Page Features ..... NEA-DNB
Hart, Johnny—"B.C." ..... PNS-MIL
Hartman, Eithelberta—Farm Wife's Window ..... FWW
Harvey, Paul—Paul Harvey News ..... GFC
Hasen, Irwin and Gus Edson—Dondi ..... CTN
Hatlo, Jimmy—Little Iodine ..... KFS-RGB
Hatlo, Jimmy—They'll Do It Every Time ..... KFS-RGB
Haupt, Enid A.—Young Living ..... HLS-CWF
Havemann, Ernest—Men, Women and Marriage ..... DDS
Haworth, Mary—Mary Haworth's Mail ..... KFS-TSS
Hayden, Jay—Jay Hayden Column ..... NANA-KEL-CWF
Hayden, Wes—News Report from Washington ..... EC-MS
Hazard, John W. and Lew G. Coit of The Kiplinger Washington Editors—Investing For The Years Ahead ..... DDS
Heffernan, Harold—On Hollywood ..... BM-DNB-KEL-NANA
Heggtveit, Anne—Enjoy Skiing ..... TNS
Heilman, Dan and Dr. N. P. Dallis—Judge Parker ..... PNS-CWF
Heimann, Charlotte and Betsy Pearson—Mother's Helper ..... PNS-MIL
Heimer, Mel—My New York ..... KFS-CP
Helle, Ray—The Flibbertys ..... CTN
Henderson, Tom; Rod de Sarro; Cathy Joachim; Jeff Keate; Jefferson Machamer; Reamer Keller; Frank Owen; Joe Zeis; Betty Swords—Panel Parcel-Today's Laugh ..... CTN
Hendrix, W. H.—You and Your Animals ..... CTN
Hennessy, Helen; Rosette Hargrove; Alicia Hart; Kay Sherwood; Gaynor Maddox; Ruth Millet; Mrs. Muriel Lowrence—Women's Page Features ..... NEA-DNB
Hennessy, Helen; Rosette Hargrove—Fashion Stories ..... NEA-DNB
Hennessy, Helen—Clothes Poll ..... NEA-DND
Henrikson, Arthur A.—Weekly Political cartoon for State of Illinois only ..... HEN
Henry, Janet—Poems on Parenthood NEA-DNB
Henry, Thomas R.—Science Articles ..... NANA-KEL
Henry, Will—Ching Chow ..... CTN
Herling, John—Report on Labor ..... NNS
Herron and Grandenetti—Rip Tide .... CF-MIL
Herron and Norstrand—Bat Masterson ..... CF-MIL
Herschensohn, M.D., H. L.—Medical Memos ..... LAT-TNS
Hess, Erwin L.—The Good Old Days ..... UFS-BUF
Hess, Erwin L.—Good Old Days & Antique Fair ..... UFS
Hesse, Don—Don Hesse Cartoons ..... MCN-CWF
Heyduck, Bill & Patrick Carr—Mr. Sandman Tales ..... CSF
Higgins, Msgr. George C.—The Yardstick ..... NCW
Hightower, Paul—Senior Forum ..... GFC
Hildegarde—Over 50—So What ..... DDS
Hillyer, Elizabeth—Designing Woman .... NNS
Hillyer, Elizabeth—Designing Woman Weekender ..... NNS
Hines, P. T.—Fortune Finder ..... KFS-RGB
Hitchcock, Henrietta—Cats and Their Care ..... CF-MIL
Hix, Elsie—Strange As It Seems.... UFS-BUF
Hoenig, Richard H.—Weekly Bonds and New Financing ..... AP
Hoff, Syd—Laugh It Off ..... KFS
Hoffman, Peter—Jeff Cobb ..... GFC
Hoffman, Pete and Bob Morgan—Why We Say ..... GFC
Hogan, William—Book Reviews ..... CHR
Holber, Hans—Broadway Beat ..... EPS
Holland, Daniel; Joseph Parrish—Editorial Cartoons ..... CTN
Holley, Lee—Ponytail ..... KFS
Hollreiser, Lenny—Looking Back In Sports ..... CTN
Hollreiser, Lenny—This Day In Sports CTN
Holm, John—Woody's World ..... NNS
Holman, Bill—Nuts & Jolts ..... CTN
Holman, Bill—Smokey Stover ..... CTN
Holman, Bill—Spooky ..... CTN
Holmes, Alexander—Alexander Holmes ..... MCN-CWF
Holzer, H. W.—Motion Pictures ..... EPS
Hope, Bob—I Owe Russia $1,200 ..... DDS
Hoover, Kerwin—Grass Roots Clippings HTF
Hoover, Kerwin—Quips & Clips ..... HTF
Hoppe, Art—Our Man Hoppe ..... CHR
Hopper, Hedda with James Brough—The Whole Truth and Nothing But ..... DDS
Hopper, Hedda—Hollywood ..... CTN
Horowitz, David—Films, Music, Theatre WUP
Horowitz, David—Behind The Scenes At The United Nations ..... WUP
Horowitz, David—Round Up of World News ..... WUP
Hostler, Dr. Phyllis—Do's and Don'ts for Mothers ..... CF-MIL
Hovda, Rev. Robert W.—The Week in Liturgy ..... NCW
Howard, Charles P. Sr.—U.N. Features .. HNS
Howe, Quincy—Atlas Foreign News Service ..... BM-KEL
Hubbard, Louise—Little Journeys to Great Homes ..... HN
Hubbard, Louise—Mother Hubbard's Cupboard ..... HN
Hubbard, Walter W.—Minia Tours ..... HN
Hughes, Alice—Woman's New York KFS-TSS
Hughes, Lillian—News From Hollywood ..... EC-MS
Hughes, Lillian—On the Screen ..... EC-MS
Hughes, Langston—Langston Hughes Column ..... VIP
Hughes, Lillian—Washington Notes .... EC-MS
Hughes, Lillian—Who Knows? The Answers ..... EC-MS
Humphrey, Hal—Shows To Watch (Television) ..... LAT-TNS
Humphrey, Hal—Viewing TV ..... LAT-TNS
Humphrey, Sylvia Windle—Chef, The ..... BM-DNB-KEL
Hunter, J. A. H.—Figuret-Fun with Figures ..... WHE
Hunter, Lois and Jim—The Family Purse ..... GFC
Hurd, Jud—Ticker Toons ..... UFS-BUF
Hurb, Larry and Jim Whiting—Ad Libs ..... GFC
Huss, Pierre J.—United Nations Column ..... HHS-KFS
Hutchens, John and Maurice Dobler—Books and Things ..... PNS-MIL
Hutchins, Dr. Robert Maynard—What Kind of World? ..... LAT-TNS
Hutchinson, Louise—Letters To Louise.... CTN
Hutton, Jack—Teen-Age Canada ..... TNS
Hyams, Joe—This Is Hollywood .... PNS-MIL

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Iger, Jerry—Bobby ..... PF
Iger, S. M.—Poo Woo ..... PF
Ilims, Jimmie—What's New With The Joneses ..... LAT-TNS
Ilg, M.D., Frances L. and Louise Bates Ames, Ph.D.—Parents Ask (From the Gesell Institute of Child Development) ..... HLS-CWF
Interlandi, Frank—Below Olympus .. LAT-TNS
Irving, Jay—Pottsy ..... CTN
Irwin, Clarice—Bits of America ..... AE
Isabel—Here's Mom ..... CTN
Ishmael, Woodi—The Power of Faith APN
Isola, Henry E.—Bike Bits ..... ISN
Isola, Henry E.—Bosun's Whistle ..... ISN
Isola, Henry E.—Now Hear This ..... ISN
Isola, Henry E.—Pedaling Profile ..... ISN
Isola, Henry E.—Skate Shavings ..... ISN
Isola, Henry E.—Sports Hilights ..... ISN
Isola, Henry E.—Sports Newsfeatures .... ISN
Isola, Henry E.—Wheel Whirligig ..... ISN
Isola, Henry E.—Year End Sports Review featuring minor sports ..... ISN

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Jacoby, Oswald—Bridge Column .... NEA-DNB
Jacoby, Oswald—Win at Bridge .... NEA-DNB
Jaeckel, Louis E.—Washington Today ..... WP
Jaeckel, Louis E.; Mary S. Jaeckel—Today ..... WP
Jaeckel, Louis E.—One Man's Opinion ..... WP
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Jaffee, Allan—Tall Tales ..... PNS-MIL
Jak, Cummings, Giles, Low, Vicky, Friell—Political Cartoons ..... MS
James, Lee—Adventure Postpaid ..... JL
James, Lee—Labor On Stamps ..... JL
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Janeway, Eliot—Janeway's View ..... CTN
Jenkins, Dorothy H.—Antiques ..... DHJ
Jenkins, Dorothy H.—Gardens ..... DHJ
Jennings, Dana C.—Family Farming ..... FA
Jermyn, Ann; George Adams—Home .... DHJ
Joachim, Cathy; Rod de Sarro; Jeff Keate; Reamer Keller; Tom Henderson; Jefferson Machamer; Frank Owen; Joe Zeis; Betty Swords—Panel Parcel—Today's Laugh ..... CTN
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Johns, Walter L.—Sports Sputterings.... KFS
Johnson, Erskine—Show Beat ..... NEA-DNB
Johnson, Erskine—Hollywood Movies, TV ..... NEA-DNB
Johnson, Ferd—Kitty Higgins ..... CTN
Johnson, Ferd—Moon Mullins ..... CTN
Johnson, Frank (artists); Gerald Gardner (writer)—"Miss Caroline"—The little Girl in the big White House .... AD
Johnson, Haynes—Dusk At The Mountain "The Negro, The Nation and The Capital" ..... DDS
Johnson, James V.—The Space Frontier .. SNF
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Jones, Barbara—Merry Mixup ..... AF
Jones, Carroll H.—Watch Your English ..... RTS-KEL
Jones, Dr. Eve—Parent's World ..... BF
Jones, Harry and Fred Reinert—Baseball's Immortal Madcaps ..... AF
Jones, Jenkin Lloyd—An Editor's Viewpoint ..... GFC
Jones, Ralston and Frank Ridgeway—Mr. Abernathy ..... KFS
Jones, N. Speer; Alfred Buescher—Weekly Sunday School Lesson and Bible Strip ..... KFS-CP
Joseph, Richard—Travel ..... CTN
Juster, Harry—Clothes Make Your Man ..... RTS-KEL
Justman, Joshua—Israel Newsletter ..... JTA
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Kain, Ida Jean—Keep In Trim ..... KFS-TSS
Kaliff, Joe—DIScussion ..... AMF
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Kaliff, Joe—It's A Cockeyed World .... AMF
Kaliff, Joe—Karikature Karnival ..... AMF
Kaliff, Joe—Magic Carpet Over Broadway ..... AMF
Kaltenborn, H. V.—Kaltenborn Edits the News ..... GFC
Katz, M.D., Beatrice—For Peace and Health ..... BPF
Katz, Morris—Spotlight on Business ..... PNS-CWF
Kavanagh-Fletcher-Greene—Bringing Up Father ..... KFS

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Keane, Bil—Channel Chuckles ... RTS-KEL
Keane, Bil—Family Circus ... RTS-KEL
Keate, Jeff—Time Out ... PNS-CWF
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Keefer, Mel and J. Lansky—MacDivot ... CTN
Keefer, Melvin & Ken Simms—Thorn McBride ... UFS
Kehr, Ernest—Stamp News ... PNS-MIL
Keller, James—Three Minutes A Day ... MCN-CWF
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Kennedy, Hugh; Burt Nelson—Jest a Moment! ... RCE
Kennedy, Robert C.—Newstipper ... PNS
Kent, Jack—King Aroo ... GG
Kerber, J. H.—"Kidbits" ... SEL
Kerr, Senator Robert S.—Land, Wood, Water ... GFC
Kerr, Walter F.—Theatre Letter ... PNS-MIL
Ketcham, Hank—Dennis the Menace ... HLS-CWF
Ketcham, Roy—Aunt Het ... PNS
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Kilgallen, Dorothy—Voice of Broadway ... KFS
Kilgore, Al—Bullwinkle ... BM-MIL-KEL
Kinch, Bart—Photography ... UPI
King, Frank and Bill Perry—Gasoline Alley ... CTN
King Warren, C. D. Batchelor—Editorial Cartoon ... CTN
Kingsley, John and W. N. Ewer—Britain Speaks ... PRO
Kinnaird, Clark—Your America Day By Day ... KFS
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Kirk, Russell—To The Point ... GFC
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Kittler, Glenn D.—The New Apostles ... NCW
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Knickerbocker, Cholly—The Smart Set ... KFS
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Knox, Frances M.—Radio-Everyday ... PB
Knox, Frances M.—TV Movies of the Week ... PB
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Kohler, Frank—The Skillet Club for Men ... GFC
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Kordel, Lelord—Eat & Grow Younger ... SPE
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Kotzsky, Alex—Apartment 3-G ... PNS-CWF
Kovel, Ralph and Terry—Know Your Antiques ... RTS-KEL
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Krock, Arthur—Krock Column ... NYT
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Kubal—Be Smart ... GFC
Kuhn, Charles A.—Grandma ... KFS-TSS
Kuhn, P. J.—Skipper Windward ... DWL
Kuhn, Irene Corbally—Irene Kuhn Column ... KFS
Kunz, Robert and Lloyd Dennis—Children's Corner ... TNS
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Labray, Michel—France Speaks ... PRO
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Laffer, William D.—Popular Records ... UPI
Laing, Peter—Uncle Charlie ... GMA
LAL—Those Darn Decisions ... SNF
La Mar, Austine—Austine La Mar Fashion Patterns ... GFC
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Lamont, Geo.—TV Micro Funnies ... NEA-DNB
Lancaster; Low; Giles—Political Cartoons ... RTS-KEL
Landers, Ann—Human Relations Column ... PNS-CWF
Lane, Iris—Patterns ... CSF-MIL
Lane, Lydia—Hollywood Beauty ... LAT-TNS
Lang, Andrew C.—Home Repair Do's and Don'ts ... APN
Lang, Andrew C.—On the House ... APN
Lang, Paul H.—Music Column ... PNS-MIL
Langdon, Grace and Irving W. Stout—Today's Children ... KFS
Langell, Jerry and Lou Darvas—Here's An Idea ... AF
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Laswell, Fred—Barney Google and Snuffy Smith ... KFS-TSS
Latham, Harold—Celebrity Corner ... NJP
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Lawrence, David—Lawrence Dispatch ... PNS-MIL
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Lawrence, Muriel—Muriel Lawrence's Column ... NEA-DNB
Lawrence, Muriel—Child-Parent Relations—The Mature Parent ... NEA-DNB
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Leary, Bill—Little Leary ... NNS
Lee, Charles—Spotlight on Books ... CL
Lee, Jeff—Bookshelf ... JL
Lee, Jeff—Sport Shelf ... JL
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Lee, Jerome—Traveler The, ... JRL
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Leffingwell, Robert—Little Joe ... CTN
Lefler, Jack—This Week in Business and Finance ... AP
Lehti John—Tales from the Great Book ... PNS-CWF
Leighton & Parks—My Thirty Years Backstairs At The White House ... GFC
Leokum, A—Tell Me Why ... GMA
Leonard, Lank—Mickey Finn ... MCN-CWF
Lesem, Jeanne—Cook's Tour ... UPI
Levine, Milton I., M. D. and Jean H. Seligmann—Child Care ... GFC
Levitt, Dr. I. M.—War in Space ... GFC
Levitt, Dr. I. M., Tom Cooke & Phil Evans—Drift Mario ... GFC
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Lewis, Bob—Secret Agent X9 ... KFS
Lewis, Boyd; Harold Sheehan; Richard Kleiner; Tom A. Cullen; Leon Dennen; Gaynor Maddox; Bruce Biossat; Ward Cannel; Ray Cromley; Rosette Hargrove—Background Stories ... NEA-DNB
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Lichty, George—Grin & Bear It ... PNS-CWF
Liddle, Theron C.—Worth Repeating ... RTS-KEL
Liederman, Al—All-Stars ... UFS-BUF
Linkletter, Art—People Are Funny ... CF-MIL
Links, Marty—Emmy Lou ... UFS-BUF
Linn, Helen—Etiquis ... RTS-KEL
Lippmann, Walter—Lippmann Column ... LAT-TNS
Livingston, J. A.—Business Outlook ... PNS-CWF
Lloyd, Gilbert—The International Review ... WP
Loew, D.D., Ralph W.—Finding the Way—Religious Column ... NEA-DNB
Loh, Jules—House of the Week ... APN
Loh, Jules—Religion in the News ... APN
Lohe, Werner—Germany Speaks ... PRO
Long & Justus—Editor's Choice Cartoons ... RTS-KEL
Lotto, Jack—On Your Guard ... KFS
Low, Cummings, Giles, Griell, Jak & Vicky—Political Cartoons ... MS
Low, Giles; Lancaster—Political Cartoons ... RTS-KEL
Lowe, Ralph W. D.D.—Meditation For Lent ... NEA-DNB
Lowell, Adam & Eve—Adam & Eve ... CWF-FOR
Lowe, Frank—I Beg To Differ ... CWF
Lowman, Josephine—Why Grow Old ... RTS-KEL
Lowry, Cynthia—Television Week ... APN
Lowry, Cynthia—Radio-TV Day By Day ... RTS-KEL
Lowry, Cynthia—Radio-TV Day By Day ... APN
Lowry, Cynthia—Radio Television Week ... AP
Lubell, Samuel—Samuel Lubell Series, Public Opinion ... UFS-BUF
Lubbers, Bob—Long Sam ... UFS-BUF
Luft, Herbert G.—On The Screen ... JTA
Lui, Harry—Crime Close-up ... LIA
Lui, Harry—Food Facts ... LIA
Lui, Harry—Men At Work ... LIA
Lui, Harry—Money Matters ... LIA
Lui, Harry—Picture Of Health ... LIA
Lui, Harry—Teen Topics ... LIA
Luks, Fred—Outdoor Guideposts ... FL
Lukens, Fred—What's Your Sports Score ... ERS
Lulls, The, & Irwin Caplan—Forty-Odd ... GFC
Lynde, Stan—Rick O'Shay ... CTN
Lyons, Leonard—Lyons Den ... HLS-CWF

M

M. Harrison-Gray—Standard Bridge ... MS
MacDougall, Michael—Inside Straight ... BM-MIL-KEL
McArdle, Jim—Davy Crockett, Frontiersman ... CF-MIL
McCabe, Charles—Fearless Spectator ... CHR
McCann, Rebecca—The Cheerful Cherub ... GMA
McCardle, Dorothy—Mirrors of Washington ... NANA-CWF-KEL
McCarroll, Marion Clyde; Joan O'Sullivan; Sue Barden—Big Photo Feature Stories ... KFS-TSS
McCarthy, Father Justin and Len Reno—Brother Juniper ... PNS-CWF
McCarthy, Francis L.—Hemisphere Week ... UPI
McCarthy, Marylou—What Makes Our Teens Tick ... CTN
McClure, Darrell—Little Annie Rooney ... KFS-TSS
McCormack, Patricia—On Raising Children ... UPI
McCormack, Patricia—Woman to Woman ... UPI
McCormick, Bill, Harry Grayson, Murray Olderman—Sports Stories ... NEA-DNB
McCoy, Cullen E.—Learn to Write ... RT
McCoy, Cullen E.—Racial Tides ... RT
McDowell, Charles, Jr.—Hold On! ... RTS-KEL
McEleney, Jack—Illustrated New Homes and Weekly House Releases ... ASA
McEwen, Dr. D. C.—Best Things of Life ... WP
McFeatters, Dale—Strictly Business ... PNS-CWF
McGill, Ralph—McGill Column ... HLS-CWF
McGrory, Mary—Mary McGrory ... UFS-BUF
McGraw, Preston—Hi-Fi ... UPI
McHarry, Charles—On The Town ... CTN
McIntyre, Dave and James Meade—Motion Picture Column ... CNS
McKeown, Wm. Taylor—America Afloat ... NEA-DNB
McLemore, Henry—McLemore Says ... MCN-CWF
MacLennan, Hugh—Writer's Diary, A ... NNS
McLeod, Edyth T.—Beauty After Forty ... MCN-CWF
McNally, Tom—Dogs ... CTN
McNally, Tom—Mostly About Dogs ... CTN
McWilliams, A. and Sam Leff—Davy Jones ... UFS-BUF
MacLennan, Hugh—A Writer's Diary ... TSS
Macpherson, Duncan—Editorial Cartoons ... TSS
Mace, Harry—Amy ... RTS-KEL
Macomber, Frank—Space Age Report ... CNS
Maddox, Dorothy—Food Feature ... NEA-DNB
Maddox, Gaynor—Food for Americans—Menus ... NEA-DNB
Maddox, Gaynor; Richard Kleiner; Leon Dennen; Harold Sheehan; Boyd Lewis; Ray Cromley; Tom A. Cullen; Bruce Biossat; Ward Cannel; Rosette Hargrove;—Background Stories ... NEA-DNB
Maddox, Gaynor—Diet Series ... NEA-DNB
Maddox, Gaynor; Harold Sheehan; Ray Cromley; Richard Kleiner; Leon Dennen; Bruce Biossat; Rosette Hargrove; Tom A. Cullen; Ward Cannel; Boyd Lewis—News Dispatches on Topics of Current Interest ... NEA-DNB
Maddox, Gaynor; Ruth Millett; Mrs. Muriel Lawrence; Aileen Snoddy; Rosette Hargrove; Alicia Hart; Kay Sherwood; Helen Hennessy—Woman's Page Features ... NEA-DNB
Mahoney, Joe—Half-Past Teen ... CSF-MIL
Mahovlich, Frank—Hockey Scrapbook ... TNS
Makow, Henry—Ask Henry ... TNS
Maltsev, Gherman—Soviet Union Speaks ... PRO
Mani, A. D.—India Speaks ... PRO
Manning, John—Criss Cross ... KFS
Manning, Reg—Reg Manning Cartoons ... MCN-CWF
Manning, Temple—Around the World ... KFS-TSS
Manten, Dr. A. A.—Wonders of Nature ... DWL
Marco, Count—Beauty and the Beast ... CHR
Marcus, Jerry—Merry-Go-Round ... RN
Marcus, Jerry—Trudy ... KFS
Marcus, Ruth—Oh, Lady! ... HLS
Marge—Little Lulu ... CTN
Markey, Frank Jay—Pull Up A Chair ... MCN-CWF
Markos, Peter—Murder He Says ... VN
Marley, C. F.—Illustrated Farm Features ... MPS
Marlow, James—The World Today ... APN
Marsh, Irving; Gard Tyrell—Improve Your Game ... PNS-MIL
Martin, Donald W.—Charting the Grains ... CNS
Martin, Jack—Bunion ... NNS-TSS
Martin, Dolly—Taffy's Tips ... PNS-MIL
Martin, Roberta; Anne Allison & Rob Eden—Fiction ... RTS
Martin, Dr. John R., Psychologist—Telltale Behavior ... RN
Martin, Marian and Anne Adams—Dress Pattern Features ... KFS-CP
Martin, Mel—Automobile Buyer's Guide ... MME
Martin, Mel—Autorama ... MME
Martin, Mel—Docklines ... MME
Martin, Nora—Paris a la Mode ... TNS
Massey, Tom; Lyman Young; Robert Young—Tim Tyler's Luck ... KFS-RGP
Masten, Thelma—Thelma ... APS
Mauldin, Bill—Mauldin Editorial Cartoons ... PNS
Mayer, Alan—Sports Cartoons ... KFS-CP
Maxwell, Rod and Bob Webb—The Hawk ... PF
Mayfield, Molly—Dear Mrs. Mayfield ... UFS-BUF
Mayo, Gil—Weekly Grain Review ... AP
Meade, James and Dave McIntyre—Motion Picture Column ... CNS
Meade, Mary—Food Articles ... CTN
Meade, Mary—Menus ... CTN
Means, Marianne—D. C. Current ... HHS
Mell—Miss Peach ... PNS-MIL
Mellinkoff, Abe—Morning Report ... CHR
Merah, Maey—Ladies Day ... GFC
Messick, Dale—Brenda Starr ... CTN
Metcalfe, John C. Portraits ... PNS-CWF
Meyer, John—Canadian Business Report ... TSS
Michael, Paul Martin—Citizen Heroes ... VN
Michael, Paul Martin—Israeli Diary ... VN
Michels, Marcia—Broadway Vignettes ... AMF
Michels, Marcia—TV From A Woman's Viewpoint ... AMF
Michels, Marcia—Video Vignettes ... AMF
Middlecoff, Dr. Cary—Rx for Your Golf ... NNS
Mik—Ferd'nand ... UFS-BUF
Miller, Dr. Frank, D.V.M. & Hubert Buel (artist)—Wonderful World of Animals, The ... CHR
Miller, Joy—Today's Women ... APN
Miller, H. H.—Speaking of Pets ... GFC
Miller, Mary Sue—A. Lovelier You ... PNS-CWF
Miller, Milt—Etc. & P.S. ... JL
Miller, Milt—Soccer Shots ... SA
Miller, Milt—Sports Postpaid ... JL
Miller, Milt—Sports on Stamps ... SA
Miller, Wm.—Wishing Well ... KFS-RGB
Miller, C. A.—Income Tax for the Worker ... RGB
Millett, Ruth—Ruth Millett's Column ... NEA-DNB
Millett, Ruth; Gaynor Maddox; Mrs. Muriel Lawrence; Rosette Hargrove; Aileen Snoddy; Alicia Hart; Kay Sherwood; Helen Hennessy—Women's Page Features ... NEA-DNB
Milmoe, Eugene—Your Car ... GFC
Mitchell, Thomas—Hollywood Candid Roundup ... HLW
Mohr, Berta—Mohr About Fashion ... MOH
Moley, Raymond—Raymond Moley Column ... BM-DNB-KEL
Mollenhoff, Clark—Washington Cover-up ... DDS
Moller, Dr. A. W.—Pet Doctor ... APN
Molner, Dr. Joseph G.—To Your Good Health ... PNS-CWF

Monique—Latest From Paris ..... CTN
Montagnes, James—Stamp Corner ..... TSS
Montana, Bob—Archie ..... KFS-RGB
Montgomery, Ruth—Washington Wonderland ..... HHS-KFS
Montgomery, Ruth—Capital Letter ..... KFS
Moore, Cullen—Moon Messages For You ..... CMS
Moore, Cullen—Stars and Lovers (Questions & Answers) ..... CMS
Moore, Louise—Three Meals A Day ..... TNS
Moran, John—Stars and Strikes ..... PHF
Morehouse, Ward—Footlights of Broadway ..... NANA-KEL-MIL
Morehouse, Ward—Skylines.... NANA-CWF-KEL
Morgan, Bob and Pete Hoffman— Why We Say ..... GFC
Morgan, Neil—Assignment West Coast .... CNS
Morgan, Ralph—Racing Photographs with News Captions ..... RMN
Morgensen; Cornelius (Moco)— Moco ..... LAT-TNS
Morris, Hugh L.—Housing News ..... MNS
Morris, Milt—News Cartoons ..... APN
Morris, William—Words, Wit & Wisdom ..... BM-DNB-KEL
Morrison, Alex J.—Morrison Golf Articles ..... KFS-CP
Morrow, Thomas—A Line O'Type Or Two ..... CTN
Morse, Ed—New Products ..... AP
Morse, Ed—Weekly Financial ..... AP
Morse, Maxine Whitman—A Housewife Wishes ..... AA
Mortimer, Winslow—Larry Brannon ..... TSS-NNS
Mosley, Zack—Smilin' Jack ..... CTN
Moss, Edgar A.—Office Cat ..... MOF
Mowrer, Edgar Ansel—On World Affairs ..... BM-MIL-KEL
Mowrer, Edgar Ansel—Your Questions Answered ..... NANA-CWF
Muffwinkle, Elmer—Maybe This Week Will Be Better ..... CTN
Muggeridge, Malcolm—Muggeridge Column ..... UPA
Mullens, Richard A.—Income Tax Primer Series ..... NEA-DNB
Mulligan, Hugh—In Record Time ..... APN
Murch, Rev. James DeForest, D.D.—Sentence Sermonettes—Bible Thoughts For Today ..... PRB
Murphy Jack—Jack Murphy on Sports.... CNS
Murphy, Jack—Sports Column ..... CNS
Murphy, James—Gardeners Questions and Answers ..... CNS
Murphy, John Cullen—Big Ben Bolt ..... KFS-RGB
Murray, Dennis—A Minority of One ..... WNS
Murray, Jim—Murray Column ..... LAT-TNS
Musial, Joe—Katzenjammer Kids....KFS-RGB
Myers, Dr. Gary C.—Parent Problems ..... KFS-CP
Myler, Joseph L.—Science and You ..... UPI

N

Nason, Dr. Leslie J.—Nason on Education ..... APN
Naylor, Bob—Big Sister ..... CP-KFS
Neal, Capt. E. S.—Weatherwise or Otherwise ..... MS
Neal, Jr., Charles V.—Money Well Spent ..... RTS-KEL
Neher, Fred—Life's Like That Cartoon ..... BM-DNB-KEL
Neill, George W.—Opinionmakers Speak ..... PRO
Nelson, Burt, Hugh Kennedy— Jest a Moment! ..... BCE
Newhall, Jim—Home Workshop .... NEA-DNB
Newman, Paul and Charles Flanders— Lone Ranger ..... KFS-TSS
Newsom, Phil—Foreign News Commentary ..... UPI
Nichols, Edwin—Women's Corner ..... CTN
Nichols, Maynard—Crossword ..... GFC
Nickens, Frank—Otto Sez ..... HPS
Nicklaus, Jack—Tip-A-Day ..... HLS
Nofziger, Ed—Chloe ..... CHR
Nofziger, Lyn—Capital Cornpone ..... CNS
Norris, Paul—Brick Bradford ..... KFS-CP
Norris, Linda—Let's Look at The Records ..... CSF-MIL
Norris, Stephen—Tell Me Your Dreams ..... AR
Norton, N—Rodney ..... BPS
Novak, Robert D. & Rowland Evans —Inside Report ..... PNS
Nostrand and Herron— Bat Masterson ..... CF-MIL
Nugent, Arthur—Funland ..... BM-DNB-KEL

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O'Brien, Bernard—Society in Florida .... BOB
O'Brien, Bernard—Socialities and Celebrities ..... BOB
O'Brien, Rev. John A.—Sharing Our Treasurer ..... NCW
O'Brien, Rev. John A.—The Face of Faith ..... NCW
O'Brien, John C.—The Backdrop ..... NCW
O'Connell, Peg—Our Parish ..... NCW
O'Flaherty, Terrence—TV Candids ..... CHR
O'Neal, Frank—Short Ribs ..... NEA-DNB
Oakley, Don; Bruce Biossat —Editorials ..... NEA-DNB
Odmark, Marion—Working Girls Notebook ..... CTN
Oka, Tom—Deems ..... APS
Olderman, Murray; Harry Grayson— Football Series ..... NEA-DNB
Olderman, Murray; Harry Grayson; Bill McCormick—Sports Stories ..... NEA-DNB
Olderman, Murray—Between You 'n' Me ..... NEA-DNB
Olderman, Murray—Sports Cartoon NEA-DNB
Olderman, Murray—Sports Illustrations ..... NEA-DNB
Olshan, Mort—Basketball Prophecy and Ratings ..... MOS
Olshan, Mort—Football Prophecy and Ratings ..... MOS
Olson, Cy—Office Hours ..... KFS
Omarr, Sydney—Astrology Column ..... GFC
Onas, Ram—Just for Fun ..... SNF
O'Neill, Thomas—Politics & People (Political Column) ..... FJM
Oriolo, Jo—Felix ..... KFS
Osann, Kate—Tizzy ..... NEA-DNB
Osborn, Florence—Bridge Deck .... PNS-MIL
Osborne, Dr. Ernest G.—The Family Scrapbook ..... UFS-BUF
O'Sullivan, John; Sue Barden; Marion Clyde McCarroll—Big Photo Feature Stories ..... KFS-TSS
Overgard, Wm. and Allen Saunders— —Steve Roper ..... PNS-CWF
Owen, Frank; Rod de Sarro; Cathy Joachim; Jeff Keate; Tom Henderson; Jefferson Machamer; Reamer Keller; Joe Zeis; Betty Swords—Panel Parcel —Today's Laugh ..... CTN

P

Packer, Win—Easy Does It ..... TSS
Paddleford, Clementine—Daily Food Column ..... PNS-MIL
Pahlmann, William—William Pahlmann —Interior Design ..... HLS-CWF
Paige, Satchel—Maybe I'll Pitch Forever ..... DDS
Palmer, Arnold—Palmer Method, The .... NNS
Palyi, Melchior—Dr Palyi Comments .... CTN
Paprocki, Tom—Sports Cartoon ..... APN
Paradis, Adrian A.—Teen-Age Chatter.... MF
Paradis, Adrian A.—The Career Corner.... MF
Paradis, Adrian A.—The Question Box .... MF
Parker, Dan—Parker Sports Column .... KFS
Parker, Gladys—Mopsy Cartoon BM-DNB-KEL
Parker, Gladys—Mopsy Page .... BM-DNB-KEL
Parker, Jackie—Pigskin Pointers ..... TNS
Parks & Leighton—My Thirty Years Backstairs At The White House ..... GFC
Parrish, Joseph; Daniel Holland—Editorial Cartoons ..... GTN
Parsons, Louella O.—Hollywood .... HHS-KFS
Partch, Virgil—Big George ..... PNS-CWF
Paschen, Bernice—Crossword Puzzle .... APS
Patrick, Doug—Stories About Stamps .... RGB
Patrick, Sam and Dr. Rolf Vinmont— Mr. President ..... LAT-TNS
Patrick, Sam and Omar Garrison— Children of the Bible ..... LAT-TNS
Patrick, Sam and Omar Garrison— Jesus Loved Them ..... LAT-TNS
Patrick, Sam, George Getze—Profiles in Science ..... LAT-TNS
Patterson, Floyd—Jackie Robinson Says ..... VIP
Patterson, H. W.—Canadian Reports ..... TNS
Pattee, Richard F.—This World of Ours ..... NCW
Pauley, Gay—Fashions ..... UPI
Pauley, Gay—Woman's View ..... UPI
Pantz, Phyllis—Flower Box The ..... CTN
Peale, Dr. Norman Vincent— Confident Living ..... HLS-CWF
Pearsall, Robert—Skil-word ..... GFC
Pearsall, Robert—Today's Message ..... GFC
Pearsall, Robert—Coinword ..... GFC
Pearson, Betsy and Charlotte Heimann —Mother's Helper ..... PNS-MIL
Pearson, Charles—Notes on the News ..... PNS-MIL
Pearson, Drew—Washington Merry-Go-Round ..... BM-DNB-KEL
Pederson, Kern—Little Farmer ..... APS
Pedroza, Cecilia—Hollywood ..... ICP
Pedroza, Inez—Hollywood ..... ICP
Peeples, Dick—Today's Index ..... AF
Peeples, Dick—Daily Flashback Calendar ..... AF
Peet, Creighton—From New York ..... PT
Peper, Dorothy M.—All About You ..... FNF
Pepis, Betty—Interior Decorating ..... BM-MIL-KEL
Percival, Lloyd—Hockey Hints ..... TSS
Perry, Bill and Frank King— Gasoline Alley ..... CTN
Perry, Bill—Little Brother Hugo ..... CTN
Peters, Doris Revere—Doris Answers Youth ..... NCW
Petersen, Alice and Ella Elvin—Food .... CTN
Petersen, Alice and Ella Elvin—Menus.... CTN
Petersen, Arvid—Family Homes ..... GFC
Peterson, Robert—Life Begins At Forty....KFS
Peterson, Kathy—Take It From Kathy ..... NEA-DNB
Petti, Michael A., M.D.—Health Capsules ..... UFS-BUF
Peyton, Father Patrick—Family Fortress..KFS
Phillips, H. I.— The Once Over ..... BM-DNB-KEL
Phillips, Fred H.—Phillips' Fillups ..... CAS
Phillips, Irving—Strange World of Mr. Mum, The ..... HLS-CWF
Phlegar, Ben—Automobile News ..... AP
Pichel, Thourot—Unknown In History, The ..... CN
Pickens, Mary Brooks—Mary Brooks Pickens on Sewing ..... NEA-DNB
Pierotti, Johnny—Jeff Smith ..... CF-MIL
Plain, Carl and Carl Ritter— Business and Finance ..... CNS
Platt, Kim—Mr. & Mrs. ..... PNS-MIL
Pocock, Archbishop—Archbishop Pocock Says ..... TSS
Poinier, Arthur B.—Editorial Cartoons ..... BM-DNB-KEL
Pollan, Clay—Star Gazer ..... BM-DNB-KEL
Popenoe, Dr. Paul—Your Family and You ..... NNS
Porter, Sylvia—Your Money's Worth ..... HLS-CWF
Posin, Dr. Dan Q—Science Notebook ..... CTN
Post, Emily—Good Taste ..... BM-DNB-KEL
Potkin, Molly—Teen Scene ..... CJC
Potts, Dr. Willis J.—Doctor & Your Child ..... CTN
Power, R. A.—Crossword Puzzle ..... DWL
Powers, Jimmy—Powerhouse—Sports .... CTN
Powers, John Robert—Secrets of Charm ..... NNS
Prentice, John and Fred Dickenson— Rip Kirby ..... KFS-RGB
Putz, Alfred—Garden Notebook ..... PNS-MIL

Q

Quigg, Doc—TV Off Camera ..... UPI
Quincy—Our Ancestors ..... NEA-DNB

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Raboy, Mac; Dan Barry— Flash Gordon ..... KFS-RGB
Radebough, Art—Jet Swift & His Science Stamps ..... CTN
Raines, Sandy—Rainespout ..... AA
Rand, Lester—Teenagers Say ..... YRI
Rand, Lester—The Youthful Viewpoint ..... YRI
Randolph, Nancy—Chic Chat ..... CTN
Ranney, Kay—Recipes ..... BM-DNB-KEL
Rast, Dr. John Marvin—Altar Stairs ..... HPS
Raymond, Robert, Andrea Bresciani, Stuart Butler, Ph.D.—Frontiers of Science ..... LAT-TNS
Read, Peggy—Food ..... EPS
Reed—Pipe Dreams ..... SNF
Reed— What A Life ..... SNF
Reed—When Our Dreams Come True .... SNF
Reed, Ed—Off the Record ..... RTS-KEL
Reed, Rod and Jose Luis Salinas— Cisco Kid ..... KFS-RGB
Reed, Estey I.—During This Week ..... SS
Reed, Estey I.—Gains and Brains ..... SS
Reed, Estey I.—On This Day ..... SS
Rehns, Charles—Isn't It the Truth? ..... CH
Rehns, Charles—Distillates of Random Thoughts ..... CH
Rehns, Charles—Wisdom in the Street .... CH
Rehns, Charles—Tasty Tales ..... CH
Reid, Ace—Cowpokes C
Reichblum Chuck—Ask Me ..... DF
Reichblum, Chuck—Sports Puzzler ..... CR
Reinert, Fred and Harry Jones— Baseball's Immortal Madcaps ..... AF
Reitz, Dolly—Occupation: Housewife ..... LAT-TNS
Rembert, Dr. John B.—Doctor Talk .... EC-MS
Reno, Len and Father Justin McCarthy—Brother Juniper ..... PNS-CWF
Reston, James—Reston Column ..... NYT
Reyburn, Wallace—London Letter ..... TNS
Reynolds, Ph.D., Ann—If Your Name Is (Fun with first names) ..... RFS
Reynolds, Ruth—Justice Stories ..... CTN
Ribalow, Harold U.—Jews In Sports ..... JTA
Ricker, Dorothy—Teen Age Mail .... RTS-KEL
Richter, Mischa—Strictly Richter.... KFS-RGB
Ridder, Walter T.—United States Speaks ..... PRO
Riddle, Maxwell—Exercise Series for Aching Back ..... AF
Riddle, Maxwell—Kennell and Leasch CF-MIL
Riddle, Ned—Mr. Tweedy ..... GFC
Ridgeway, Frank and Ralston Jones— Mr. Abernathy ..... KFS
Riesel, Victor—Inside Labor ..... HLS-CWF
Righter, Carroll—Carroll Righter .... MCN-CWF
Ritt, William—You're Tellin' Me ..... KFS-CP
Ritter Carl—Financial ..... CNS
Ritter, Carl and Carl Plain— Business and Finance ..... CNS
Robb, Inez—Ines Robb Column ..... UFS-BUF
Robbins, Athena and Rick Fletcher— Old Glory ..... CTN
Robbins, Frank—Johnny Hazard .... KFS-RGB
Roberge, Frank—Mrs. Fitz ..... KFS-TSS
Robertson, Helen and Mary Dunn— Thrifty Nifty ..... GFC
Robinson, Murray—Robinson Sports ..... KFS
Robinson, Bill—Power and Sail ..... GFC
Robinson, Paul—Etta Kett ..... KFS-CP
Roche, R. A. and John Thornton— Flamingo ..... PF
Rockefeller, Mimi—Today's Living .... CF-MIL
Rodebaugh, Art—Closer Than We Think ..... CTN
Roesch, Roberta Fleming—Opportunities Unlimited ..... KFS
Roe, Dorothy—Women Now ..... CTN
Roessner, Elmer—Business Today ..... BM-MIL-KEL
Rogers—Financial Service ..... PNS
Rogers, Donald—Rogers Column ..... PNS-MIL
Rogers, Pegg—Canadian Fashion & Fad DWL
Rogers, Susan M.—For Men Only ..... SMR
Rogers, Warren—Rogers Report ..... HHS
Rogerson, Cliff—TV Laughs ..... BM-MIL-KEL
Rolfe—Shopping Around ..... NEA-DNB
Roosevelt, Edith Kermit—Between the Lines ..... ROO
Rose, Elinor K.—Rosettes ..... EKR
Rose, Elinor K.—Sugar and Spice ..... AF
Ross, Al—Boom In Golf, Football & Baseball, The ..... JRL
Ross, Martin J.—Everyday Law ..... LAW
Ross, Martin J.—Con La Ley En La Mano (Column on Law in Spanish) ..... LAW
Ross, Martin J.—Law-Briefs ..... LAW
Ross, Martin J.—People and Law ..... LAW
Ross, Eleanor—Home Making Helps ..... KFS-TSS
Rothman, Seymour—Author, Walt Buchanan Artist—"Classified Kitty" .. CK
Rouson, John—Boy and Girl ..... GFC
Rouson, John Henry—Little Sport ..... GFC
Royal, Don—TV Personalities ..... NEA-DNB
Ruark, Robert C.—Robert C. Ruark's Column ..... UFS-BUF
Rukeyser, Merryle Stanley— Everybody's Money ..... BHS
Rupe—Freddy ..... GMA
Russell, Bruce—Russell Editorial Cartoon ..... LAT-TNS
Russell, C. D.—Pete the Tramp .... KFS-RGB
Russell, Frederick C.—Articles on Automobiling ..... RS-MIL
Russell, Frederick C.—John Smith and His Car ..... RS-MIL
Russell, Frederick C.—Riding with Russell ..... RS-MIL
Russell, Frederick C.—Under the Hood ..... RS-MIL
Ryan, Guy—On The Move ..... CNS
Ryckman, Charles S.—Reflections ..... KFS
Ryskind, Morrie—Ryskind Column ..... LAT-TNS

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Sagendorf, Bud—Thimble Theatre, Starring Popeye ..... KFS
Sakol, Jeanne—Young Ideas ..... WNS
Sakren, Bill—Blitz Brothers ..... MCN-CWF
Salinas, Jose Luis—Cisco Kid and Rod Reed ..... KFS-RGB
Salo—Laughing Matter ..... CTN
Sansom, Art (artist); Russ Winterbotham (author)—Chris Welkin— Planeteer ..... NEA-DNB
Sansom, Art (artist); Russ Winterbotham (writer)—Vic Flint ..... NEA-DNB
Saunders, Allen and Ken Ernst— Mary Worth ..... PNS-CWF
Saunders, Allen and Wm. Overgard— Steve Roper ..... PNS-CWF
Saunders, Ann Wardell—Ambling With Ann ..... SE
Saunders, Ann Wardell—Lookin' 'n' Listenin' ..... SE
Saunders, Richard Drake—Life With Music ..... SE
Saw, Lew—One Up ..... TSS-NNS
Scarbo, George—The Comic Zoo .... NEA-DNB
Scarbo, George—Weather Comics .... NEA-DNB
Scarpelli, Henry—TV Tee-Hees ..... GFC
Scheibel, Kenneth—Washington Farm Beat ..... NANA-CWF
Schenken, Howard and Richard Frey —Winning Contract ..... BM-DNB-KEL
Scheuer, Stephen H.—TV Key Features, Mailbag Previews ..... KFS
Schilling, Katherine—Antiques and Attic-ulations! ..... HT
Schneider, Lou—Trade Winds .. BM-DNB-KEL
Schoeffler, O. F.—Esquire's Avenues of Fashion ..... BM-MIL-KEL
Schoenke, Bob—Laredo ..... RTS-KEL
Schraub, Shirley—Ask The Teacher ..... MCN-CWF
Schulz, Charles M.—Peanuts ..... UFS-BUF
Schuller, Joyce—Today's Home ..... UPI
Schwartz, David—Panorama ..... JTA
Schwartz, Mort—Cage Power Ratings .... FF
Schwartz, Mort—Grid Power Ratings ..... FF
Scott, Jane—Adventures With God ..... TNS
Scott, Patricia—Seams To Me ..... PNS-CWF
Scott, Paul and Robert S. Allen— The Allen-Scott Report ..... HLS-CWF
Scott, R. J.—Sally's Sallies ..... KFS-CP
Scott, R. J.—Scott's Scrapbook ..... KFS-CP
Scott, Vernon—Hollywood ..... UPI

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Scott, Walt—The Little People ..... NEA-DNB
Scott, Walt, Bill Crawford & Tim Barry—Editorial Cartoon ..... NEA-DNB
Seamon, Michael—Tomorrow's Bridge Today ..... RTS-KEL
Segal, Alfred—Plain Talk ..... SAF
Segal, Martin E.—Security For You & Veterans Guide ..... APN
Seligmann, Jean H. and Milton I. Levine, M.D.—Child Care ..... GFC
Seltzer, Nadine—Sweetie Pie ..... NEA-DNB
Sevareid, Eric—Eric Sevareid Column ..... HLS-CWF
Shainmark, Lou—Wall St. Scoops ..... GIL
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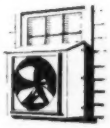

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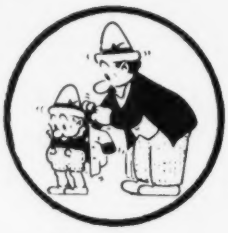

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